

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXI

NEW YORK, JANUARY 2, 1932

No. 1

SIX NOVELS OF OUTSTANDING QUALITY FOR JANUARY PUBLICATION — — — —

WILD RYE—

By Muriel Hine. "Its story is simple and moving. Jenny is a real woman who cries out for your sympathy."—Sunday Times, London. \$2.00

SMALL TOWN—

By Bradda Field. "It is a long time since I have been as held and fascinated by a novel as I have been by this."—Susan Ertz. \$2.00

BARGAIN BASEMENT—

By Cecil Roberts. The gayest, most entertaining novel Cecil Roberts has written. \$2.50

ALBATROSS—

By John Presland. "I do believe, the novel of the season."—Morning Post, London, \$2.00

FOLKHOUSE—

By Ruth Sawyer. Two young people create a true American home. \$2.00

MURDER IN THE ZOO—

By Babette Hughes. Unusually lively and original mystery. \$2.00

D. APPLETON AND COMPANY

35 West 32nd Street, New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada.

1931

SUCSESSES*which continue
to sell***THE ART OF
LEARNING**

By **WALTER B. PITKIN**. The fascinating and precise technique of learning, now in its *Fourth Printing* and *Going Strong!* \$2.50

**FRANKEN-
STEIN****Incorporated**

By **I. MAURICE WORMSER**. The challenging analysis of giant corporations which has brought to thousands a new concept of modern business. \$2.50

**THE WORLD'S
ECONOMIC
DILEMMA**

By **EARNEST M. PATTERSON**. A timely picture of our changing world and the complex forces at work. *Third Printing*. \$3.50

**GEOGRAPHY
AND STAMPS**

By **KENT B. STILES**, author of "Stamps—An Outline of Philately." A fascinating account of stamps in relation to the history and geography of the world. Selling well everywhere. *Second printing*. *Illus.* \$3.00

**EVERYMAN
AND HIS
COMMON
STOCKS**

By **LAURENCE H. SLOAN**, Vice President of Standard Statistics Co. An expert survey of the investment field. *Second Printing*. \$2.50

**THE UNITED
STATES AND
DISARMAMENT**

By **BENJAMIN H. WILLIAMS**. The one book that takes up the questions scheduled to arise at the World Conference on Disarmament in 1932. \$3.50

3

**January Books
from Whittlesey House****✓ DING GOES
To RUSSIA****By JAY N. DARLING ("Ding")**

The *real* Russia—not Red, not Mad, just Human—by America's most popular political cartoonist. "Ding's" account of his Russian wanderings, illustrated with 65 of his inimitable sketches, is something altogether new and delightful. Here is the *Main Street*, the *Men and Machines*, and the *Peter Arno's Parade* of Russia.

Published Jan. 2nd. 65 Drawings, 197 pages. \$2.50

**✓ PSYCHOLOGY
At Work****Edited by PAUL S. ACHILLES**

Popular psychology—the demand of thousands of ambitious readers—gains an important contribution in this valuable study of the most recent methods and findings of present-day psychology. Written by seven recognized authorities, in clear non-technical language, it brings an immediate message to the reader in relation to his home life, his work, and his place in society. **THE JANUARY SELECTION OF THE SCIENTIFIC BOOK CLUB.** *Published Jan. 9th. \$2.50*

**✓ THE NEW
BRITISH EMPIRE****By W. Y. ELLIOTT**

The important and timely study of the vital changes in the nature of the whole British empire. The effects of both social and economic conditions are surveyed together and interpreted. With special maps and charts, appendices, etc.

Published Jan. 9th. \$5.00

WHITTLESEY HOUSE*A Division of McGraw-Hill Book Co.*

330 West 42nd St.

New York

Extra values for the 1932 dollar



Four famous sellers
will give the 1932 dollar
extra value in the GOLD
LABEL series. To be released
January 15.

The Strange Death of President Harding

*From the Diaries of Gaston B. Means
as told to May Dixon Thacker*

This famous book sold 100,000 copies at \$3.50. It stirred the whole country with its inside story of an era of gigantic scandals. There is going to be another big wave of discussion this year about the Harding story. At \$1 this book should sell at least 100,000 more. What is your share?

THREE MORE BIG SELLERS

MY FIRST 2000 YEARS. The Autobiography of the Wandering Jew. By George Sylvester Viereck and Paul Eldridge.

THE OUTLAW YEARS by Robert M. Coates.

WHITHER, WHITHER? OR AFTER SEX WHAT?
by Corey Ford, Thurber and White, E. E. Cummings,
and others.



GOLD LABEL BOOKS, Inc.

381 Fourth Avenue

New York

AFTERNOON MEN

by Anthony Powell

A first novel with contents as saleable as the title. "Very good. It is a study of the utter absence of purpose in intellectual and sexual promiscuity. A style as curt and deft as Mr. Powell's imposes admiration."—*Harold Nicolson*.
January 22nd. \$2.00

THE "MOTH" MURDER

by Lynton Blow

An unusual and rapidly moving mystery story featuring a "Moth" plane and a criminal who had the effrontery to survive his own inquest! January 22nd. \$2.00

USE YOUR MIND

by Arnold Hahn

Here is a practical guide to the art of living, telling how to avoid mental fatigue, how to conquer the dread inferiority complex, how to stop worrying, how to control temper, etc. It is a book that will help to defeat the depression.
January 22nd \$2.00

WHALING IN THE ANTARCTIC

by A. G. Bennett

"This book is an excellent piece of work."—H. M. Tomlinson. "I do not know a novel that can compare for interest with Mr. Bennett's book." Alan J. Villiers. *Illustrated*. January 22nd. \$3.00

THE CONFLICT OF THE INDIVIDUAL AND THE MASS IN THE MODERN WORLD

by Everett Dean
Martin

The Colver Lectures for 1931. Mr. Martin has dealt with the problem with forthright honesty and controversial frankness. January 22nd. \$2.00

MAJOR GRANT

A Novel of the Peninsular Wars

by Carola Oman

author of "Crouchback"
and

"Miss Barrett's Elopement"

"The book is keenly intelligent and humorous as well as historical. To recreate the past so that it loses its oddity and we become at home in it is an achievement which the historical novelist rarely brings off perfectly. Miss Oman has done it."—*The Observer*, London. January 22nd. \$2.50

POLONAISE:

The Life of Chopin

by

Guy de Pourtales

Constant demand has caused the re-issue, in new format, of this biography of one of the musical world's most colorful characters. January 15th. \$2.50

FRANZ LISZT

(*L'Homme d'Amour*)

by

Guy de Pourtales

Also re-issued because of popular demand. Here is a full sized biography of Liszt, both as the musical genius and the fleshly Don Juan. January 22nd. \$2.50

HENRY HOLT AND COMPANY

One Park Avenue

New York City

DEATH ANSWERS THE BELL

*By Valentine
Williams*

The creator of Clubfoot at his best in a thrilling story of murder in London Society. Recommend it to every mystery story fan on your list. It will baffle the keenest minds. (Coming January 20, at \$2.00).



HOUGHTON MIFFLIN COMPANY OFFERS THE FIRST OF ITS PREVIEWS AND REVIEWS: A PRESENTATION OF TWO OUTSTANDING BOOKS, ONE TO COME, ONE ALREADY PUBLISHED.

WESTWARD PASSAGE

*By Margaret
Ayer Barnes*

First printing of 50,000 exhausted before publication, and the market barely scratched. Here's comfort for your cash register all through the winter months. \$2.50



GOOD
BOOKS

LIVERIGHT, Inc. is set for another big season. . . . January Non-Fiction.

TRAGIC AMERICA

THEODORE DREISER

In *Tragic America* there is no quibbling. The same passion for social and economic justice that animates Dreiser's novels vitalizes his thoughts on the problems of society. Dreiser states the names of the men and the corporations whom he holds largely responsible for conditions today; a book of courage that expresses sensational truths and conclusions.

January 18th. 435 pages. \$2.00

RETURN TO YESTERDAY

FORD MADDOX FORD

A fascinating chronicle of men and memories. The American edition contains the complete text that England suppressed. Ford Maddox Ford was the intimate friend of W. H. Hudson, Stephen Crane, Conrad, Wilde, and a host of creative artists.

January 15th. \$4.00

GROVER CLEVELAND: A MAN FOUR-SQUARE

DENIS TILDEN LYNCH

A human biography of Cleveland, a man of flesh and bone, pulsating with the whole gamut of human emotions, has long been wanted. Mr. Lynch has done an incomparable job. Here is the story of an incorruptible man who faced a hostile country and moulded it to his principles. For stirring drama and action, this biography sets a high mark.

January 29th. Illustrated. \$5.00

VANITY FAIR'S BRIDGE PROBLEMS

R. F. FOSTER

The bridge problems in this book can be relied on to destroy the peace in any family. Many of them—particularly those that seem without guile—are full of diabolical complexities. The problems have been gathered from the four corners of the earth and are the work of many authors. Illustrated in color.

January 8th. \$2.00

JEWS WITHOUT MONEY (Popular Edition)

MICHAEL GOLD

Published by us in the Spring of 1930, *Jews Without Money* has had a fine, steady sale since it reached the peak of sales. It is a glorious story of that lower East Side which has gone, filled with passionate love and with passionate hate. Identical with original format.

January 8th. Woodcuts by Howard Simon. \$1.00

LIVERIGHT INC. 

31 WEST 47TH STREET NY

LIVERIGHT, Inc. is set for another big season. . . . January Fiction.

GOOD
BOOKS

DOCTOR KERKHOVEN

JACOB WASSERMANN

This is the eagerly awaited translation of *Etzel Andergast* in its complete form. "The most notable of Wassermann's novels. Never before has Wassermann wielded so sure a pen, never before has he sustained such a long, patient, and convincing analysis of character, never before given such an impressive delineation of individual or group psychology."—*The Times, London*.

Translation by Cyrus Brooks. 646 pages. \$3.00
January 22nd.

RUN, SHEEP, RUN

MAXWELL BODENHEIM

Stands right up with *Georgie May* and *Replenishing Jessica*. Bodenheim returns to the present generation of youth in America, rebelling against the injustices of modern existence, seeking to find through varied experience love which transcends physical gratification.

January 22nd. \$2.00

A STRONG MAN NEEDED

MAURICE RICHARDSON

A new humorist . . . a very funny Englishman has arrived in our midst. *Will Cuppy* says: "I recommend his novel to the skies. Astonishingly funny. I don't know of anything nearly like it—it's not quite Wodehouse, not quite Leacock. It might be called a roughhouse Zuleika Dobson and this is elegant praise."

January 8th. \$2.00

THE MURDER OF CHRISTINE WILMERDING

W. B. M. FERGUSON

A swell mystery-murder story. Into a village of whispers and menace and ugly rumors came the young reporter, and he was spared to tell a strange story. This is his story of mystery, of violence and death, and of Christine—the fated woman whom he adored and the mystery of whose disappearance spelled disgrace or death.

January 15th. \$2.00

Continuing Best Sellers and Good Sellers

MOURNING BECOMES ELECTRA

STUFFED SHIRTS

WASHINGTON MERRY-GO-
ROUND

HOW TO TELL YOUR FRIENDS
FROM THE APES

PETER ARNO'S CIRCUS

ABRAHAM LINCOLN
by Emanuel Hertz

BROCCOLI AND OLD
LACE

HALF A LOAF

STRANGE BROTHER



Our most varied January list

FICTION ROMANCE

PACK MULE

By Ursula Bloom

Ursula Bloom's first novel "The Secret Lover" won an immediate success last summer. "Pack Mule" has an even more interesting story to tell and promises an even larger sale. It is the story of a man who was a pack mule for women, the prey of every woman who entered his life until he kicked over the traces.

January 15th. \$2.00

WESTERN

SHERIFF KILLER

By Dane Coolidge

A rip-roaring Western—the story of a man-hunt by state rangers in Arizona where Mexicans and train bandits raided at will. Historically accurate and thrilling. Remember: each succeeding Coolidge book has outsold its predecessor. This should top them all at the reduced price of \$2.00.

January 19th. \$2.00

SHORT STORIES

HORSE IN THE MOON

By Luigi Pirandello

The famous playwright, author of "Six Characters in Search of an Author" presents twelve miniature dramas in short story form, developed with all his unexpected and startling subtleties and humor. They reveal a side of his art not evident in his plays or novels.

January 22nd. \$2.50

NON - FICTION TRAVEL

AFOOT IN ITALY

By John Gibbons

An up-to-date, first hand, unprejudiced picture of Italy in her new garb of Fascism as seen by a cheerful pedestrian. A delightful and unpretentious travel book that neither crams culture down the reader's throat nor forgets the present in recovering the past.

January 12th. \$2.50

LIGHT VERSE

I FEEL BETTER NOW

By Margaret Fishback

"A pleasure to lend but a volume to wish back
"Is 'I Feel Better Now' by Margaret Fishback."

Here speaks the Maid of Manhattan, A. D. 1932, in gay, sophisticated, slightly sardonic verse that will linger in quotable bits in the reader's memory. Miss Fishback is a popular contributor to the *New Yorker*, *Vanity Fair*, etc. Offer this book to your customers who like Nash, Parker, and Hoffenstein. January 29th. \$2.00

PSYCHOLOGY

THE USE OF THE SELF

By F. Matthias Alexander

With an Introduction by John Dewey

JOHN DEWEY says: "Mr. Alexander has demonstrated a new scientific principle with respect to the control of human behavior as important as my principle which has ever been discovered in the domain of external nature, if these discoveries and inventions are not to end by making us their servants." By the author of "Man's Supreme Inheritance."

January 15th. \$2.00



E. P. DUTTON & CO., INC.
300 FOURTH AVENUE - - - NEW YORK

THE SENSATION OF THE YEAR
IN ENGLAND!

Candid Revelations of
Arnold Bennett
by Marguerite, his wife

"Mr. Arnold Bennett had a keen sense of dramatic values and wrote several plays: but he never wrote anything more tragi-comic than his own life as told by his French wife, Marguerite."

LONDON TIMES

"My Arnold Bennett" is as readable as any novel, and its moral is: "Don't know too much about your husband, and if you do, don't let on."

MORNING POST

"I CANNOT BELIEVE HE NO LONGER LOVED ME"—Arnold Bennett's wife waiting for him to ask for her as he lay dying . . . waiting for a message that never came . . . and bound by oath never to enter his house unless he asked for her."

DAILY HERALD

"This is an astonishing book! Mrs. Bennett is a French woman. No Englishwoman could possibly have said such things about her late husband. Mrs. Bennett's book is a revelation of Arnold Bennett. It is also a revelation of herself."

NEWS-CHRONICLE

"In a candid and very vivid memoir Marguerite, his wife, recalls the day on which she was asked by solicitors to leave home "for the sake of Arnold's work." . . . Her sketch of her husband's character is the most penetrating that has yet appeared in print."

DAILY MAIL

"A SURPRISING BOOK!"

"Can I believe Arnold no longer loved me? I cannot . . . and death has taken him away!" So writes Mrs. Arnold Bennett in a brilliant personal book all about her husband. It is an astonishing book for a Frenchwoman to have written in English.

DAILY EXPRESS

MY
ARNOLD BENNETT

by MARGUERITE, HIS WIFE

To be published January 19th, \$2.75

DUTTON DUTTON

DR. LOGAN CLENEDENING'S



THE HUMAN BODY

Now a **STAR DOLLAR BOOK**

HERE'S a book with great possibilities because everyone is interested in *himself*! A Big Seller in the original edition—and will be **AGAIN** in its new **STAR DOLLAR** edition! For it is a sane and sensible handbook about oneself that every layman can understand. Written by a reputable physician whose standing is unquestioned—and whose articles are syndicated in hundreds of newspapers read by millions.

The Star Dollar edition will be released on January 11th. It will be printed from the same plates as the original \$5.00 edition. It will also have *all* the illustrations of the more expensive edition.

Here's a book with big profit possibilities! Order at once—and be sure to specify **DR. CLENEDENING'S "The Human Body."**



Also to be released January 11th—WORKING NORTH FROM PATAGONIA, by Harry A. Franck. Just in time to catch the travel trade.

SPECIAL
There are many books on popular History, but **THE** best-seller was **WELLS' "Outline."** There are many books on The Human Body but **THE** best-seller was **Dr. CLENEDENING'S!**

GARDEN CITY PUBLISHING CO. GARDEN CITY,

N. Y.

**SHE WOULDN'T MARRY THE
MAN SHE LOVED
FOR FEAR OF DIS-
ILLUSIONING HIM. SHE
WOULDN'T MARRY THE
MAN WHO OFFERED THE
COMFORT OF RICHES BE-
CAUSE... BUT THAT'S TOO
GOOD TO TELL....**



BACHELORS' WIFE

*Ready
January 26*

\$2.00

BACHELORS' WIFE will sell and rent to men and women, young and old, on the strength of its title alone.

COVICI · FRIEDE · Publishers · 386 Fourth Avenue · New York

50,000 more in 1932 and no cheap edition

THE GOOD EARTH is as strong today as it ever was. We open the new year in the belief that we shall sell at least 50,000 more. Advertising and sales promotion are planned to a definite quota of 25,000 minimum sales during the spring season. We hope to have the continued cooperation of the booksellers who have already kept **THE GOOD EARTH** on the best-seller lists continuously since March, 1931.

There will be no cheap edition of **THE GOOD EARTH** during 1932.

THE JOHN DAY COMPANY

386 Fourth Ave., New York

We shall also continue to advertise Mrs. Buck's previous novel, **EAST WIND: WEST WIND**, which is now in its fifth printing. Recommend it to those who have already read **THE GOOD EARTH**.

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Our
1932

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BY POPULAR DEMAND



3RD PRINTING

ADVENTURE! is stepping along
toward the Best-Seller lists...

ADVENTURE!, published late in October, is now in its third large printing. The *Philadelphia Ledger* describes it as "a book you've simply got to finish." The *N.Y. Herald Tribune* exclaims "Marvelous things, and more..."

Carveth Wells is on a national radio hookup every Sunday.

A DVENTURE!

BY CARVETH WELLS

ILLUSTRATED

\$3.50

JOHN DAY non-fiction LEADERS

LARRY is breaking sales records!

To date LARRY has sold nearly 50,000 copies, and is now in its sixth printing.

LARRY has been hailed by public and critics alike as a great human document, one that will be read for years to come by youth and parents.

Our promotion on LARRY will continue through 1932 — So will your sales.

46TH TO 55TH THOUSAND

LARRY

THOUGHTS OF YOUTH



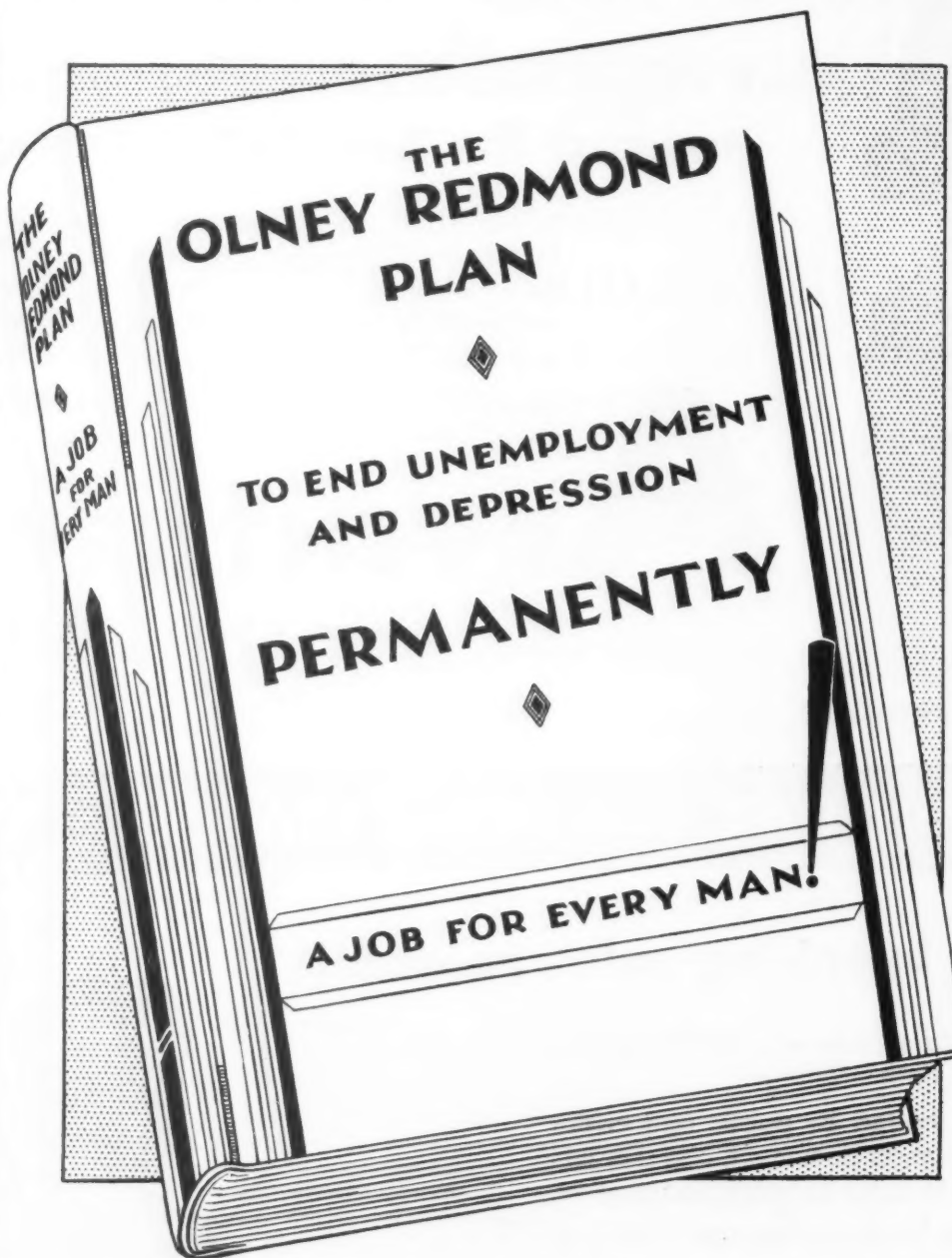
\$1.50

JOHN DAY CO.

386 Fourth Ave.

N. Y.

A PLAN FOR AMERICA



The Book of the Hour!

"I have read the Plan with much interest."

David Lawrence,
Editor, United States Daily.

"I have read the advance sheets of the Plan and think it is tremendously valuable."

Grant M. Hudson,
Member of Congress, 6th Michigan.

"We think that you have a very good idea and the sooner People like yourself and others get unified plans in working order, the better it will be for the more unfortunate of our country."

Liberty,
A Weekly for Everybody.

"Your Plan and the method of financing it is a very significant contribution to present day thought on the problem of business depression and unemployment."

Federal Council of Churches of Christ in America,
Department of Research and Education.

"**H**OW to end unemployment and depression permanently and give a job to every idle man in the country at a living wage on work to make this a great Nation and bring happiness, peace and prosperity to the people.

How to Finance this Plan! How to put the Plan in operation! What has caused this depression? How to avoid another. Useful to libraries for economists, debaters.

Information that everyone should have who is interested in any phase of business, economics, society, agriculture, industry, or unemployment.

"Your Plan evidences not only serious attention, but I should say, exceedingly constructive and practical suggestions. It is that type of concentration upon this problem which is bound to bring results. I approve decidedly of many of the suggestions, and am delighted with

the Plan, as a definite, constructive, forward-looking proposal toward the solution."

Albert W. Beaven, President,
Colgate-Rochester Divinity School.

"Please allow me to thank you for the constructive piece of work you are doing. I should like to endorse your plan whole-heartedly, and I believe it will mean much in restoring confidence and in relieving the unemployment situation. I would express my personal indebtedness to you for your work."

King Vivion, President,
Southwestern University.

\$2.00

Order from your usual jobber, wholesaler or direct from the Publisher

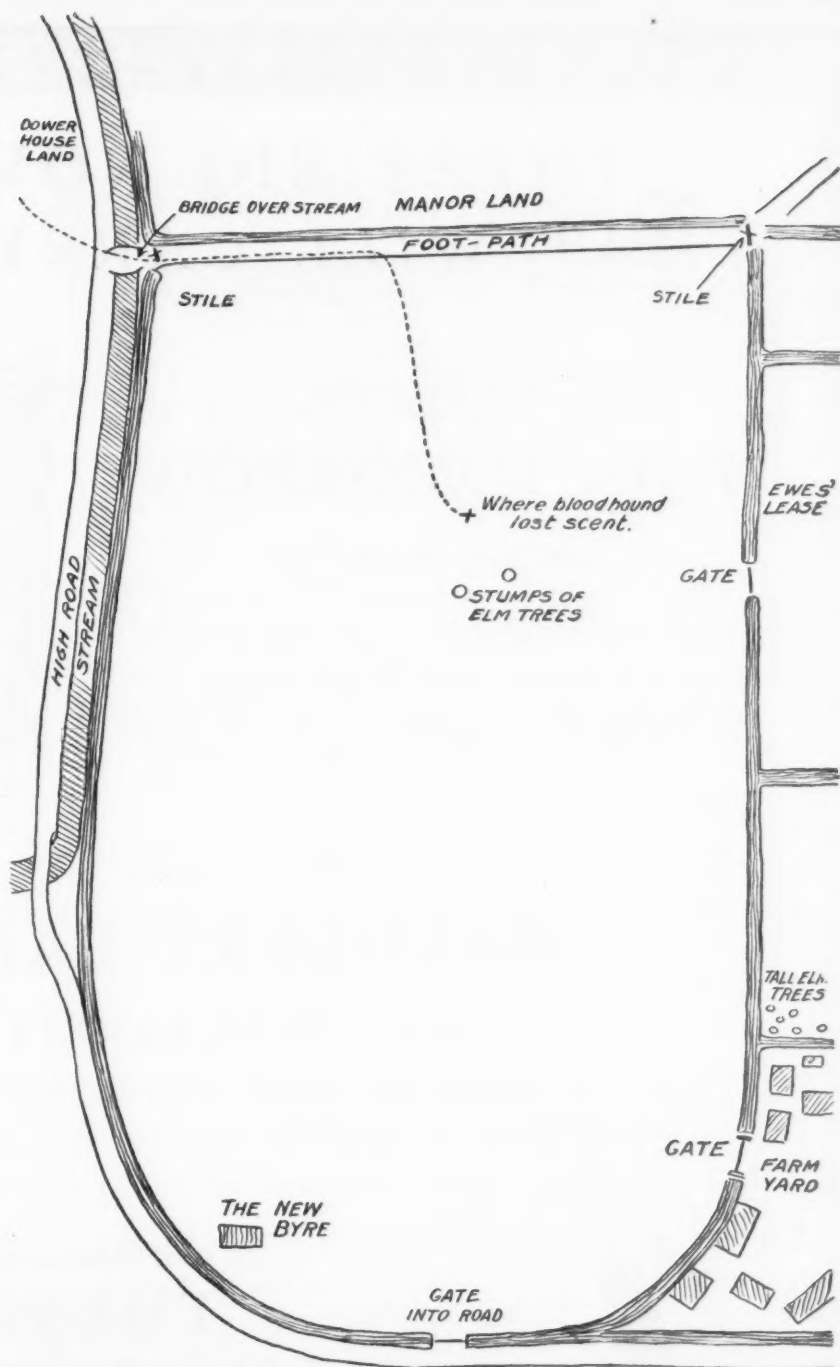
O. REDMOND, Schenectady, N. Y.

\$2.00

X

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X...
marks
the spot

where Sir Julian Marchant disappeared. It took a year for Detective Inspector Thomas Warner and his keen assistants from Scotland Yard to solve the mystery of his murder. And that is sufficient guarantee that the reader will have no easier time following the tenuous trail from X to page 352.

The striking two-color jacket design lends itself to effective window display. We shall, as usual, advertise this new Phillpotts to his large mystery-fiction following. Order your stock today from our nearest branch office.

EDEN PHILLPOTTS' New Mystery A CLUE from the STARS

Will be published January 8 to boost spring business - - - Price \$2.00

THE MACMILLAN COMPANY

60 Fifth Avenue, NEW YORK

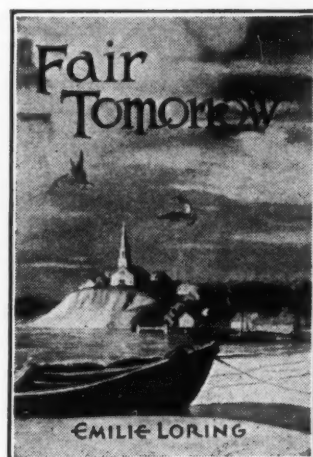
THREE BIG NOVELS THAT WILL CARRY OVER

25th Thousand

FAIR TOMORROW

EMILIE LORING

A stirring romance in a picturesque New England setting, told in the richest vein of this popular author \$2



15th Thousand

BAYBERRY LANE

SARA WARE BASSETT

A Cape Cod tale of rare delight. Replete with quaint characters and rich in humorous situations \$2



10th Thousand

THESE CHANGING YEARS

ELIZABETH STANCY PAYNE

The absorbing story of five generations of a family which drew its strength from the Massachusetts Hills \$2

THE PENN PUBLISHING
COMPANY PHILADELPHIA

Splendid New Books for January Reading

SEPARATE STAR by Mary Badger Wilson

Eve wants something "different" in life, yet she tries to force her fiancé to give up his medical research and grasp worldly success \$2

LEFT HAND LEFT—A Thornton Zane Story by Morrell Massey

A mystery story abounding in thrills, action and suspense, with a baffling problem which calls out Thornton Zane's best efforts \$2

THE OPEN DOOR by Edwin Bateman Morris

An obscure young architect discovers he is the double of a multimillionaire. A delightfully humorous whirl of big business and politics, lightened by a charming romance \$2

VILLA CAPRICE by Irene Alexander

Alan Blake discovers that "the girl" is engaged to marry another man. Then the Countess Varya's villa at Monaco needs a frieze of pink sea horses, and things happen \$2

SILVER LININGS by Joseph McCord

The struggle of a doctor, who happens to be also a very charming young lady, against the bigoted prejudices of a small town \$2

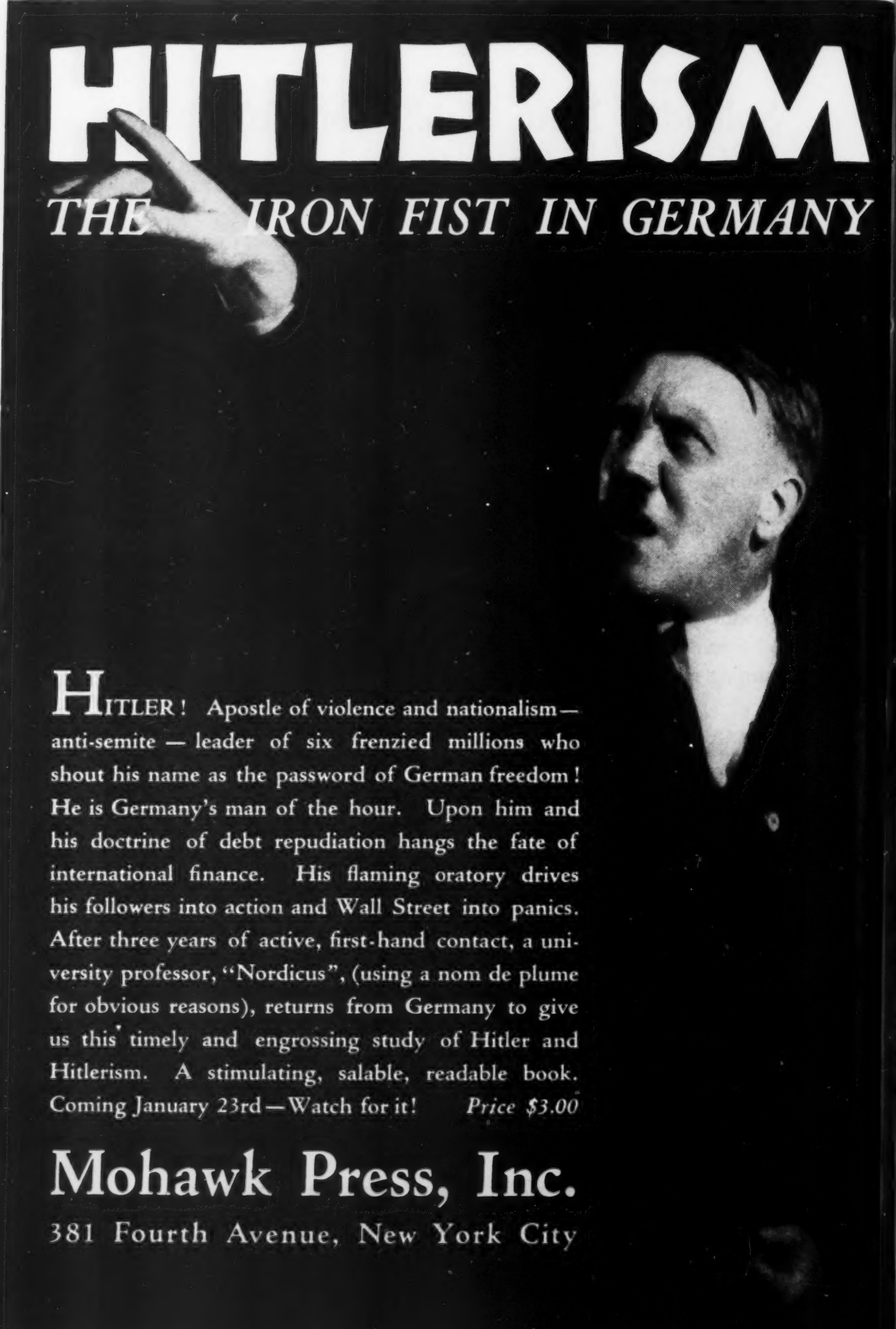
TWO TOGETHER by Louise Platt Hauck

A glamorous story of young love, its tenderness shot with bright threads of gayety, its romance spiced with whimsicality \$2

**THE PENN PUBLISHING
COMPANY PHILADELPHIA**

HITLERISM

THE IRON FIST IN GERMANY



HITLER! Apostle of violence and nationalism—anti-semitic — leader of six frenzied millions who shout his name as the password of German freedom! He is Germany's man of the hour. Upon him and his doctrine of debt repudiation hangs the fate of international finance. His flaming oratory drives his followers into action and Wall Street into panics. After three years of active, first-hand contact, a university professor, "Nordicus", (using a nom de plume for obvious reasons), returns from Germany to give us this timely and engrossing study of Hitler and Hitlerism. A stimulating, salable, readable book. Coming January 23rd—Watch for it! Price \$3.00

Mohawk Press, Inc.

381 Fourth Avenue, New York City

Watch
the BIG
new
EDGAR
WALLACE



Edgar Wallace's sensational new novel will be the handsomest—in addition to being one of the most thrilling—mysteries you can offer your customers this Spring. New over-size format (larger than the average \$2.50 novel) maroon and gold wrapper, unfinished-cloth case. We are backing THE MAN AT THE CARLTON to outsell any previous Wallace title. Jan. 14—\$2.

Coming Jan. 14...

THE MAN
AT THE
CARLTON

CRIME CLUB, Inc.
GARDEN CITY N. Y.

LATE BOOK NEWS

The King

★ ★ ★

Vol. 1—No. 4

★ ★ ★



NEVER SUMMER MYSTERY OUT JAN. 22nd!

When Tyline Perry writes a mystery story, you can be sure that it is going to have the most strikingly original plot of the season. *THE NEVER SUMMER MYSTERY* has the same strange, beguiling story and astonishing ending as *The Owner Lies Dead*; it, too, is staged in Colorado, and it, too, is strong on the human factors rather than on police court rigmarole.

Rivals "Young Man of Manhattan"

BEGINNING WITH LAUGHTER by Bruz Fletcher is a novel which might have been called "Young Woman of Manhattan." It has all the appeal of Katherine Brush's most successful book, and every symptom of a best seller—Sex, Jazz, Night Club Queens, Society Dames, Harlem Bucks, and the red hot glamor of midnight Manhattan.

3 Potential Best Sellers in King Midwinter List

JANUARY

5th	<i>BEGINNING WITH LAUGHTER</i> (illus.)	Bruz Fletcher	\$2.00
22nd	<i>FOREVER AND EVER NEVER SUMMER MYSTERY</i>	T. H. Weigall Warren Spencer	\$2.50 \$2.00
		Tyline Perry	\$2.00

FEBRUARY

5th	<i>CHRISTOPHER COMES ACROSS</i>	Hawthorne Hurst	\$2.00
23rd	<i>SOUTH OF SUEZ</i> (illus.)	William J. Makin	\$3.00
	<i>OUTLAW BLOOD</i>	Eli Colter	\$2.00

MARCH

9th	<i>HAT-CHECK G'RL</i> <i>THE CANON OF LIGHT</i>	Rian James Kenneth Perkins	\$2.00 \$2.00
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In this novel, a racy, hard-boiled commentary on the personal affairs of a new leg-man, James has full use of the Broadway ground with familiar a report way to st tears give up who has a big in a tri is a set

then send the biggest his reporting card box (limb Here

"My Compliments to
FRIDAY
22
JANUARY
Forever and
Ever
Coming
out!"

Gazette

ALL THE BOOKS FIT TO PRINT

★ ★ ★

432 Fourth Ave., New York

FOREVER AND
EVER, OUT

JAN. 22nd.

then send the biggest story of
his reporting career to the
box (limbo of unprint)
Here in the foot of a
Rian James at
would have
newspaper
mystery
sure the
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plot of
NEVER
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a reporter who "does Broad-
way" for his story, who has
to stand in line for make-
teers and
give up
who has
a big

In this
boiled
pers

Spencer-Whoever the Hell He's!

says

Bob Davis

FOREVER AND EVER is one of the most
amazing manuscripts that has thus far passed
under my eye. Truly comedy humane up-to-date,
astounding in the fact that the author never loses
his sense of humor.

Who is this man Warren Spencer? He has lived
more lives than the wandering Jew and has forgotten
nothing. . . .

It is a grand tale. beautifully written, and true, true,
true. . . .

It is a perfect talkie, terse, dramatic, terrifying, in its reality.
My compliments to Spencer, whoever the hell he is. This novel
will make him. . .

As ever,

BOB DAVIS

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"The book has solid merit. A sort of
Dreiserian integrity runs through it. I am
sure that it will have an excellent sale.
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"The author climbs from climax to cli-
max . . . it's Greek tragedy in modern garb.
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"A situation handled honestly and with
sound psychology and natural and proper
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By Matthew Josephson

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Completed after two years of research, written in the light of modern psychology and significant new documents, Josephson's ROUSSEAU may be considered the definitive biography of the man who foreshadowed the modern age.

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 2, 1932

The Economic Survey of the Book Industry

The Cheney Report of Conditions in the Booktrade Has Now Been Presented to Its Sponsors, the National Association of Book Publishers, and Is Here Summarized in Part

AFTER fifteen months of research and writing, the Survey of the Book Industry has been completed by O. H. Cheney and his staff and has been placed in the hands of the National Association of Book Publishers for study and action.

The basic purpose of the Survey has been to study the economic structure of the industry and to suggest practical means for strengthening it. All phases of the book business were studied, with emphasis on trade books, their markets and their marketing. By interview and first hand investigation, material has been gathered from production plants, publishing offices and bookstores, and this material is presented in a form to give the trade a picture of conditions in the industry as independent observers find them.

The Report is divided into two major sections: Survey and Recommendations.

The *Publishers' Weekly* as an aid to a wider knowledge of the findings prints: Condensed Summaries of two chapters—

Publishing—Its Distributive Problems
Bookseller to Reader
Recommendations

Other sections of the report which overlap these at many points but which must, because of the length of the document, be reserved for another issue, include:

The Outline of the Survey
Readers or Book Buyers
The Book, the Buyer and the Critic
The Author and the Agent
The Art and Science of Publishing
The Publisher and Manufacturing
The Library as a Market

"The report," says Mr. Cheney, in his introduction, "represents the work and conclusions of the Survey staff only, without revision or editing by anybody. The report is intended to be constructive and practical. Possibly there will be things in this report to ruffle each individual or branch, but the majority of the industry will appreciate the spirit of the findings and accept them constructively. The book business as a whole is not backward compared to any other industry, taken as a whole. There is no consumer industry of any importance in this country that does not show as discouraging records of blindness, planlessness, waste and inefficiency as does the book industry. No industry has the right to point a finger of scorn at any other. The book industry, however, *must* be more efficient than others, because its hazards are greater. There is no recommendation for any plan for transforming the industry into "big business" overnight, but, because the industry is little, its distribution system must be better organized and every element better coordinated."

Publishing—Its Distributive Problems

THE publisher's function of list making and his function of selling cannot be separated, though every day the publisher tries to do this—Between books in the warehouse and books in the buyer's hands there are many gaps, much confusion, and, until each branch of the industry knows exactly what it is doing, the industry is threatened—Publishers say booksellers are not business men—Booksellers make sharp repartee which only economic stress can develop.

The functions of the production and distribution of books cannot be separate—The channels of distribution open to the book publisher are characteristic of most industries—A medium of distribution is only wrong if it is uneconomic—The new competition between channels of distribution was not invented by the book industry.

The Place of the Wholesaler

The wholesaler still performs definite functions, all of which are absolutely essential to business: (1) To have available at strategic places adequate stocks in all current and semi-current titles; (2) To be able to deliver quickly; (3) To serve as publishers' agents in national sales distribution; (4) To take credit risks—No one wholesaler in the book industry is performing all these functions, and the first and third are not being performed adequately by any wholesaler—The maintenance of a sound stock is urgently needed in large areas of the country—Books to the retailer on consignment simply permit retailers to pay warehouse cost—Warehouses might increase close buying, to the advantage of the trade.

Friction develops between wholesalers and retailers because of: (1) Competition for library business; (2) Tendency of booksellers to use wholesalers only for nuisance service; (3) tendency of booksellers to buy direct from publishers as the account grows or as credit wavers.

Publisher-wholesaler relations are on a fairly firm economic basis, in spite of some sources of friction—Wholesalers should assume risks of purchase or else become sales agents—To the extent that whole-

saler relieves publishers of costs and hazards and extends a real distributing service to the industry, he is entitled to a fair return—*Selling* by wholesalers is, next to maintaining stock, the weak link in their functioning—Wholesalers' service to new bookstores in book selection is a constructive service.

Outlets or Retailers

The outlets for books are a very miscellaneous aggregation as to size, nature and efficiency, a few hundred or a few thousand outlets, according to the interpretation of the word outlet.

Publishers' travelers usually cover 500 to 600 accounts; thus many communities are without important outlets—Some publishers have 1,000 or 2,000 accounts, reprint publishers many more—The Survey analyzes the geographic distribution of outlets on the basis of a mailing list of the National Association of Book Publishers, including approximately 500 "best" stores, 1,057 smaller stores which might be called real outlets, plus 2,496 still smaller outlets, including gift shops, drug stores and rental libraries. This list of the latter does not pretend to be complete, but the total of 4,053 is suggested as being representative in its geographic distribution.

From this study it appears that two-thirds of the counties of the United States and nearly half of the cities between 5,000 and 100,000 population are without book outlets—There is no city of over 100,000 without such an outlet—39% of the people living in cities of between 10,000 and 25,000 are not served—There is a definite tendency of over-concentration in certain areas—Territories with the highest percent of book outlets are New England, Middle Atlantic States and Pacific States.

The relations between the number of outlets, total retail sales, population, wealth, number of retail purchases of all lines, and other related facts are analyzed in many statistical tables.

Can Distribution Be Improved?

The tendency of all business is to over-concentrate on areas where sales are easiest



Manufacturing	\$.357
Editorial Costs	.021
Royalties	.173
Selling	.067
Advertising	.121
Shipping	.019
Overhead	.183
Bad Debt Losses and Other Items, including Profit	.059

Distribution of the publisher's dollar

to get—New York State supplies 30% of the total book sales as analyzed, California 10%, Pennsylvania 7%, Illinois 6%, etc.—If what the industry is doing in some states could become the standard for all, the amount of sales would be definitely increased—If all states could be raised to the California level, there would be an increase of 78.7%, if to the New York level, 150%—The efforts to make these improvements would vary in different states—To bring the South up to normal would require not only more and better bookstores but more attention from travelers.

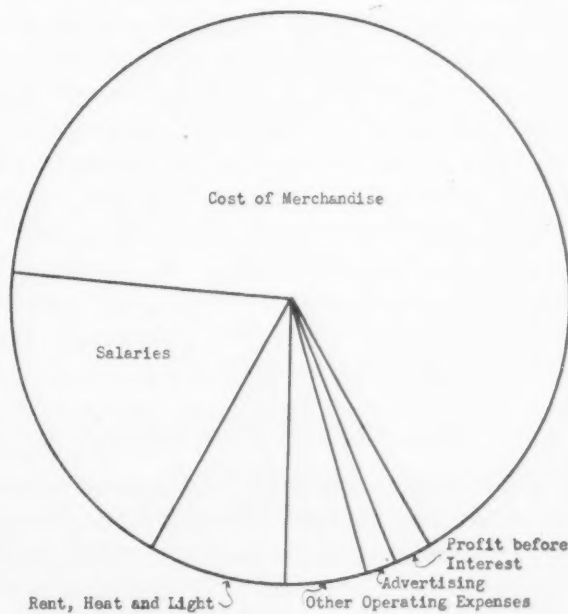
Handicaps to Increased Effectiveness

(1) The forces which make readers and which improve them are not sufficiently organized; (2) present methods of increasing outlets are ineffective, often cruel; (3) methods of improving effectiveness in book outlets established is negligible; (4) little organized effort is being made to im-

prove flow of books from publisher to retailer.

New Outlets

New outlets can increase distribution, but they should be carefully distributed to avoid needless competition—The majority of new outlets cannot become bookstores under the existing conditions in the industry—New types of new outlets add little to book distribution—Many communities which "need" new outlets could not support them—The methods of the Publishers' Association with regard to new outlets need revision and new organization—New branches by established booksellers should be encouraged—New outlets via wholesalers, mainly rental libraries, are not wholly successful and many die—New outlets in non-bookstores seem to be specifically for reprints—New outlets for remainders are a disservice to the industry—Development of new outlets after they have been started is haphazard—Successful bookstores nurture their branches—Wholesalers usually take personal interest in out-



Cost of Merchandise	\$.652
Salaries	.183
Rent, Heat and Light	.080
Other Operating Expenses	.048
Advertising	.017
Profit before Interest	.020

Distribution of the bookseller's dollar

lets they establish—Some new outlets self-established get neglected—Wholesalers' travelers do not have time or technique to make real outlets of small book buyers—It is apparently nobody's business to make a good bookstore out of new outlets.

Rental Libraries

Rental libraries are an appreciable factor in book sales, sometimes taking 50% to 75% of certain types of titles—Properly managed, they promote reading among non-readers—The probability is that libraries create more sales than they hinder by possible interference with sales—The "menace" of the rental library seen by the book industry in England is not yet imminent here—The task of making a rental library into a place for the sale of books is not easy—If enterprise of the booktrade can make new outlets via the rental library, the problem of the expansion of the industry is solved for small places.

What Is a Bookstore?

Necessarily the key question in any consideration of the book distribution system—Relationship between the book outlet and its community determines whether or not it is to be considered a bookstore—A real bookstore is one which (1) sells books, not merely carries them; (2) offers stock which meets the community's needs and prompt service on same; (3) offers facilities in locating any book; (4) guides all customers understandingly; (5) raises reading standards of the community and promotes reading in general.

Book Clubs as Distributors

Book clubs undertake to organize repeat sales and cover gaps in the distribution system—Whether they are performing these functions is a matter of differing opinion—Book club selling has been a method of price cutting in some cases—Advertising of lower prices has confused buyers—No evidence that clubs hurt sales of specific titles—No evidence that club members in great numbers were regular book buyers—Effect of book clubs is the same as any other direct selling method—All direct mail selling, because of limitations of available lists, and high costs proves only that this is no panacea in book distribution.

Selling By Mail

Most publishers experimenting with mail-order methods have found out long ago that mail selling is expensive, whether by circulars or display—Display advertising has been successfully used for books selling at prices of from 5 cents to \$100—Gross margin must give plenty of leeway—Adaptability to trade books has not been proved.

For special types of books the method has worked when a market is definitely known and margin sufficiently high—Applied to trade books this method seldom brings back more than costs—Direct mail departments in trade publishing houses are few—There are signs that there will be attempts to develop these further—Thinness of market is reason for bookseller's protest against mail-order business by publishers—Thin market is hard for the bookseller to reach, but because thin there is little enough for the bookseller, anyway, and none should be taken from him.

On titles which booksellers have practically refused to stock publishers should feel free to get sales by any method—Booksellers having stocked heavily, no mail campaign should be undertaken by publishers until bookstore sale is considered ended—Where booksellers' sale is spotty publishers' circulars should not be addressed where there are stocks unless orders are later referred to dealers.

Selling the Trade

Publishers reach the trade by letters and trade advertising followed by the travelers, who are supplied with dummies, a pleasing manner and expense money—The percentage of business that comes to the publishers from those distributors which receive direct selling attention (about 66% to 75% of publishers' total business) is as follows: wholesalers, 32.6%; general bookstores, 32.8%; department stores, 20.1%; drug stores, 3.1%; circulating libraries, .3% college bookstores, 1.2%; gift shops, .5%; periodicals, stationery, 1.4%; miscellaneous, 8%—Wholesalers in turn distribute in different proportion—Figures naturally vary with different types of houses and types of books.

Available data indicates that books are finally distributed to the consumer in this percentage: general bookstores, 48%; de-

partment stores, 29%; circulating libraries, 7%; drug stores, 5%; other outlets, 11%.

Size of Book Outlets

The average publishing house finds 20% of booksellers' annual accounts below \$100; 40%, below \$250; 50% and 60%, below \$500—Fifty largest accounts, including wholesalers, supply 55% of the publishers' business; twenty-five largest accounts, not including wholesalers, 25%; three leading wholesalers, 24%.

When to Sell the Trade

High points of selling are September and October; low points, May and June—In spite of efforts to shift some of the peak to the spring, fall sales remain high.

The Travelers

Travelers represent as high a level of personnel as can be found in any industry—There are over 500 travelers—Of 50 leading publishers, 23 share at least one traveler in some territory or other—Of 50 trade book houses the most frequent number of travelers is 5—Reprint houses have higher number of travelers—Shared travelers are most numerous in the South and in the West—New York market seethes with sales pressure.

The majority of travelers are handicapped by one or more of these conditions: do not know enough about the books they are selling, have only dummy and blurb, bookseller is unprepared, catalogs not well arranged, time expended on wrangling before selling, list so long that time for each title is inadequate, many accounts not worth calling on.

The majority of causes behind these conditions are: lack of thorough merchandising program for each title, lack of co-ordination between home office and road, the bookseller's buying methods.

Selling Cost

Percentage of expenditure for selling ranges from 5% to 10%, the lower figure not including departmental overhead—Some houses keep sales cost in proportion by using commission men for territories of low productivity—Selling costs of industry are low compared with some industries.

Booksellers' Buying Methods

Some of their shortcomings are: lack of figures for purchasing control or knowl-

edge of past purchases, lack of knowledge of what the whole season is to offer, lack of figures on previous sales by the author—Few know what is the sound basis for estimating safe orders—Few know what proportion of their stock should be in one general classification—Buying consists of threats, cajoleries, promises, entertainment, concessions, everything but facts—Too rarely is a good book honestly and thoroughly presented and a reasonable order asked and given.

Trade Paper Advertising

As trade press advertising is considered an effective aid in selling to booksellers, there isn't enough of it, and most of what there is could be bettered—Of the year's books 34% of the fiction was given some trade advertising, 18½% of non-fiction trade books, and 4½% of the juveniles—Advertising in list form accounts for the larger percent of these titles—All trade advertising indicates unawareness that bookseller is different from book buyer.

Discounts

Discount structure is chaotic—Comparison of mark-up in department stores indicates no disparity between book discounts and those of other merchandise—Discounts have increased in the last ten years and slightly increased because of competition in the last three—Further discounts are included in such arrangements as long term dating, return privileges, consignment sales, exchange privileges, advertising co-operation, etc.—Determining factor with publisher has often been how badly a house needs the sale.

A sound basis for discounts should be that of service to the community, service to the industry as a whole, and efficiency: uniform application of these principles according to definite standards and ratings—Increasing discounts have not been a factor of improving conditions to any degree—The lot of the bookseller would be worse if there was a blanket increase in discounts to 50%.

Protection

Consignment sales which have been increasing have rarely brought anything but a slightly temporary advantage to publishers—Publisher needs protection from

bookseller as much as bookseller needs protection from publisher—The only valid protection should be based on equitable sharing of hazards between publisher and bookseller, reorganized operations between publisher and bookseller, systematic elimination of surpluses either by mark-down or destruction—If publishers know what they are publishing and booksellers what they are selling, some uniform and equitable protection can be worked out.

Booksellers and Sales

Advance sales are in the majority of cases at least 50% of the total—Booksellers can easily lose more on overstock than they can make on sales.

Hand-to-mouth buying is more logical in the book industry than in almost any other, but it is economically sound only because distribution methods are generally economically unsound.

Pick-up discounts are inevitably a source of friction, and the filling of small orders an uneconomic process on both sides.

Back lists are seriously harmed by present selling and buying methods—Publisher and traveler interested in selling as much as possible of new titles have no time for back list books, and booksellers no money to buy them. The pressure of new books thus automatically "steps itself up" lessening the value of established outlets.

Bookseller to Reader

THERE is no sign that the bookstore will be replaced in book distribution, whether it is a store selling nothing but books or another type of outlet—Each community should have its chance to look over and select from a reasonable proportion of the new books of the year.

The Bookseller's Dollar

From 200 bookstores of all types, and detailed figures from over 100, an attempt has been made to present statistics of bookstore operation—Data from department stores are considered separately.

Profit is the measure of the success of book distribution, and the bookseller's profit is also a measure of the success of the publisher's efficiency and soundness of the industry—A profit of 2% before interest is a composite of varying figures—Interest charges are low, averaging about .27%—For stores averaging under \$60,000 worth of business, a good store makes 5.9% profit, an average store loses .1%, a poor store loses 6.9%—Over \$60,000 volume, a good store 6.3%, average store 3.7%, poor store .1%—Average for all stores, good store 5.9%, average store 2%, poor store minus 2.4%—Generally speaking, bookstores are not making a fair return and only the successful ones a living wage—The figures used are for 1929, not 1931—That the bookseller is as badly off as the average retailer and worse than some, can have only academic interest, what help if the shoe business, too, is not good.

Bookseller's Difficulties

Relentless devaluation of stock;
Recurring hazards of loss;
Endless struggle against overbuying;
Blind groping toward future, which impedes efficiency.

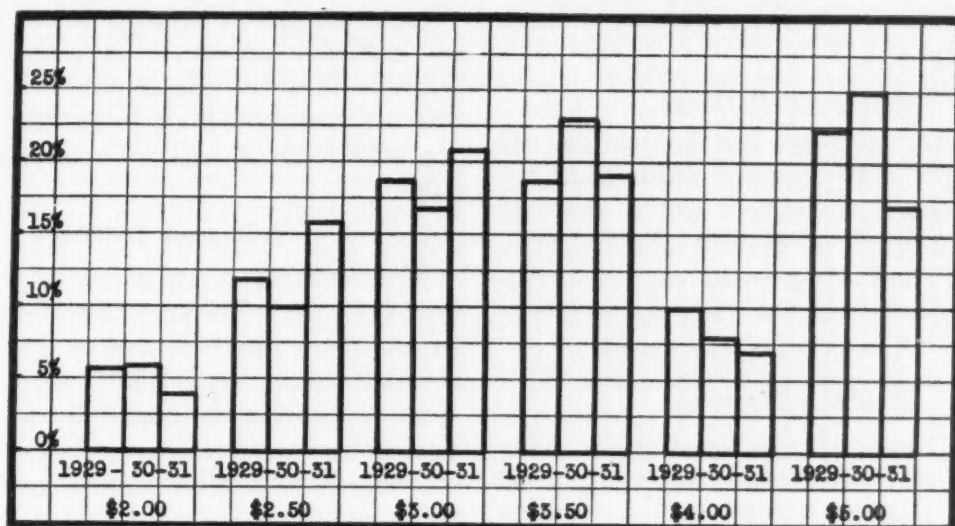
Bookselling was in unsound condition long before depression—First weakness of book distribution is at the point of publishing—Second weakness is at the point of contact between publisher and bookseller—Publishers behave toward books on bookseller's shelves as if they were solely the bookseller's problem—There is lack of realization on the part of publisher that delay in distribution in the bookstore is more than a minor interruption in continuity of distribution—Travelers cannot be an adequate contact between publisher and bookseller—They should represent one link in the continuous movement of merchandise planned and controlled—Publishers' promotion and advertising should be recognized as a practical part of book-selling.

How Publisher Sells Books

Publishers claim that nobody knows what sells books and that they advertise to impress booksellers and authors—If nobody knows what sells books, each publisher and each bookseller should decide now to find out—The proportion of the publisher's dollar spent in advertising ranges from 10.1 cents to 18.2 cents, averaging about 12.1 cents a book, of which about 10.9

cents
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Price range of non-fiction titles. Percentage of titles published at given prices in each year

cents is for consumer advertising—Book-sellers' advertising and promotion averages 1.7%, which means that, as the publishers' advertising is figured on the wholesale cost, the industry spends in total 8.9% of the retail price on advertising—This is high compared to many industries.

The principal media of advertising are monthlies of the literary type, weekly reviews and book pages of newspapers—Of the total spent for consumer advertising 70% to 85% go to New York papers, including weekly reviews, 5% to 10% of newspapers outside New York, 7% to 15% for magazines—In spite of a considerable volume of mail-order book advertising, trade publishers are the largest users of space—In general the larger publishers take the lead—10% of the publishers of over 5 titles a year were responsible for 52% of New York lineage in 1929—Ratio of New York to Chicago lineage, about 9 to 1—Are publishers New York conscious, or are they advertising to impress each other and the trade?—Few newspapers outside New York have strong book pages and have made little study of their local markets—Advertising could be more specifically studied and the results more specifically evaluated.

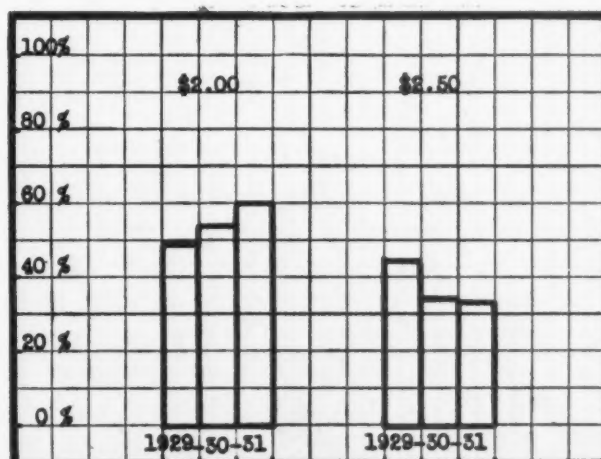
Advertising Copy

Consumer advertising copy has improved in recent years, though much is still blurbs and quotations—Copy is often poor because: (1) it is written to impress other

ad men; (2) written hurriedly, because there is so much to write; (3) because much is written with the tongue in the cheek; (4) because of divided responsibility—The number of sustained book advertising campaigns each year can be counted on the fingers of one hand—The idea that a campaign should begin somewhere and go somewhere and be designed to produce sales is apparently far from reality.

Advertising Cooperation

Display advertising cooperation usually consists of joint efforts to promote specific titles outside New York—There is no faith on either side in the idea or in the copy—Until real merchandising and advertising campaigns are worked out to integrate publishing and bookstore sales there



Price range of fiction titles. Percentage of titles published at given prices in each year

can be no answer to the problems of book advertising.

Booksellers' Catalogs

Booksellers' catalogs can be justified as advertising if their contents mean anything to any number of readers and if there is real coordination in taking advantage of such circulation—Imprinted material, display matter sent to booksellers, as is the case in other lines, is largely wasted.

Publicity Methods

Publicity methods in the industry have achieved the heights of theatrical press agency, and there are no further heights to scale.

The bookseller is a merchant—There is no evidence that booksellers are not as good merchants as retailers in other lines—The bookseller is usually of higher intelligence than most of his neighbors in the block—But the bookseller has to be a better merchant than the average to live in the book business—Allowing for interest the ratio for all bookstores would seem to indicate that about 50% are unprofitable—In most cases salaries paid to themselves by booksellers are painfully moderate.

The Bookseller's Margin

The gross margin of an average bookstore doing *less than* \$60,000 worth of business is 34.8%, salaries 19.5%, rent, heat and light 8.8%, promotion and advertising 1.5%, other operating expense 5.1%. Total operating expense 31.1%.

Average store doing *over* \$60,000 worth of business, same gross margin but with salaries 16.9%, rent, heat and light 7.5%, promotion 1.9%, other operating expenses 4.8%, total operating expense before interest 31.1%—The average gross expense for all stores is 33.5%, with a profit before interest of 1.3%.

Salaries in general are too low for the type of assistants the bookstore needs—Rent often proves a dangerous item for a bookstore—The advertising efforts of the bookstore are, on the average, deadly, and, in many cases, wasted—On the meaning of turnover the bookseller's information is limited; this is true of the store as a whole and even more marked in the case of individual departments—The composite figure of turnover for the bookstore studied is 2.9 times, some stores approaching 4, but

these are rare—Turnover is not a measure of efficiency unless it is associated with profits—Nearly all retailers in the last year or two have gone to extremes in keeping stocks down, and, as a result, have lost sales.

Volume in Sidelines

For a large proportion of bookstores, especially those doing under \$60,000 worth of business, the problem of volume is of primary importance—The obvious answer is sidelines; but the bookseller who believes that volume added to any cost is profitable is doomed to disillusionment—Addition of sidelines requires great caution, as it is too easy to add to the stock trouble of the book department by overbuying in the sidelines—Turnover, too, needs careful watching—Some sidelines may offer an attractive margin but tie up capital too long—For example, gift items have an average turnover of 1.7%.

The rental library is probably the most logical sideline, if properly managed—Some causes for low returns in rental libraries are: treating the library as if it were automatic, inadequate selections of supplies, keeping worn books in circulation, too low rental fees, using libraries as dumping grounds for plugs.

Books as Sidelines

Stores handling other merchandise must follow the same principles in selecting books as sidelines as do bookstores in selecting other lines—Caution should be taken that buying is not distorted, that the department is well managed, that the store is of the right character and not in unnecessary competition with the established stores.

Drug stores have received consideration as book outlets out of all proportion to their volume of business—There is no question as to the adaptability of drug stores for merchandising reprints, operating of rental libraries, and for books in series at popular price.

The Department Store

The department store is an outlet second in importance in the book industry—It must receive special attention in any program of rehabilitating the system—It seems likely that the department store will become even more important—Some titles

have sold as high as 40% to 50% of their totals in department stores—Because it is a general attraction to shoppers, the department store can serve effectively in creating new readers—There is no question as to the value of the book department to bring a good class of shoppers regularly—The figures of the National Retail Dry Goods Association place the average operating expense of the book department at 35% and gross margin, after taking depreciation of 31%, net loss 4%—The profit and loss figures show the same trend as for bookstores, increasing profit as size of department increase—Detailed study of data reveals, as in the case of bookstores, no relation between mark-up and profit—The average department shows higher operating cost than bookstores, the effect of allocating administrative cost.

Possible reasons for loss in department stores are: allocating too expensive a floor section; applying details of department management to books; straight-jacket buying, therefore inadequate stocks; type of personnel not suitable; inadequate study of customers' needs; little attempt to tie up with other departments, very little real book merchandising.

Leased departments are, in general, more profitable than owned departments.

The College Bookstore

The College Bookstore—It is the opportunity, really the duty of college bookstores, to promote buying of books other than textbooks—Special problems of the college bookstore are: seasonal factor, peculiar operating problems of textbooks, heavy stocks of miscellaneous college material, publishers' discounts to faculty, unaggressive merchandising, regular turnover of customers.

The Religious Bookstore has the advantage of an established loyalty—Major conditions needing earnest consideration are: weak merchandising, regarding the store as a warehouse for church-school material, incomplete accounting methods, limited selections of non-religious books.

The Bookseller and His Customer

Bookselling generally is organized on the basis that, if you carry a stock of books, book buyers will come in—There are a handful of booksellers who know how to

serve their communities—To the majority their customers are unknown—They need to know who are the readers in their communities, what they read, who are the book buyers, and what they buy, who are the potential book buyers—Most of this information is uncollected and unanalyzed—The reader interest cards offered by the National Association of Book Publishers are of some help, but the idea needs to be resold to all booksellers.

The analysis of books read by a banking group in seventeen days showed that books purchased were 27.9%, received as gifts 8.7%, from rental library 18.1%, public library 21.5%, borrowed 12.6%, brought home by family 7.3%, book clubs 3.1%, unknown .8%.

A group of religious people, men and woman, showed: purchased 34.3%, gifts 6.7%, rental library 1.8%, public or church library 29.1%, borrowed 13.3%.

Availability is an obvious factor in increasing buying—Being open evenings has resulted in increased sales in some localities—The use of telephone increases availability of books.

The Bookseller's Year

The bookseller's year is dominated by Christmas, like that of very other retailer—A survey of a number of stores indicates that December supplied 21.4% of the business, with the other months in the order of January, November, March, October, February, April, June, May, September, July and August.

Management in Bookselling

Several excellent pamphlets are available on shop management, and almost every issue of each trade paper has items of practical utility. This material is too little read, judging by the methods used and results obtained in all but a few bookstores—Almost everything said about publishing management is applicable to bookselling—Booksellers need facts as much as publishers—Booksellers have to work hard and know, not feel, what they are doing—The majority of booksellers do not adequately know: (1) their market, actual or potential, or the reading habits and interests of their customers and their book buying habits; (2) the stock; (3) how much, what and when to buy.

Such facts involve systematic record keeping—Continuance of bookselling without records should be abandoned, as it is a proved failure—Essential records are: (1) inventory of stock records of every volume in stock, and this kept up to date; (2) daily and accumulative sales records of all current titles; (3) record of reading interest of all charge customers and as many cash customers as possible; (4) departmentalized accounting for each line and in larger stores for each type of book—If these objectives are "impossible," then the rehabilitation of the bookstore is impossible—These principles apply equally to the small bookstore as well as the large—Continuous bookstore research can be set up only by joint action of booksellers and publishers—Merchandising is hopeless without knowledge—At every point where there is ignorance there is loss.

Does the Bookseller Want to Improve

The bookseller has to help him improve his business methods the following: (1) The trade press and books on retailing; (2) his own trade associations; (3) National Association of Book Publishers; (4) the wholesalers—Such help is too little used—Improved methods of book-selling are vitally concerned with both

booksellers and publishers, and they must meet the challenge together—What the bookseller needs is not financial advice when it is too late—He needs merchandising advice—There are enough booksellers who want advice to justify field workers at once.

A joint association of booksellers and publishers, however, is not necessary, in fact, would be most unwise—They can work with joint action without joint organization.

Bookstore Ownership

Efficient bookstores are and have been owned by publishers, but there is no evidence that efficiency and success are assured by such ownership—It does not matter who owns the store as long as there is no integration between the publisher and outlet—Chain stores have advantages of quantity buying and adequate management ability, but general ownership is not essential to achieving these advantages.

Integration of the book business, which is suggested, is intended to epitomize merchandising methods by which books may be efficiently published and efficiently sold—It is not a single plan but a principle—It expresses more than anything else a willingness to know and a desire to act on knowledge.

The Recommendations of the Survey— Condensed

IMPROVING THE DISTRIBUTING MACHINERY

Bookstore Rehabilitation

The use, by publishers' and booksellers' associations jointly, of field representatives, specialists in all phases of bookselling including merchandising and accounting. These to visit all stores which offer cooperation—Preparation of new manuals for store managers and for clerks—Institution of regular stock clearance methods and systematic buying budgets.

Integration of Merchandising

More complete sales programs by publishers with firm connections at the bookstores—Experimental investigation of advertising mediums by cooperation of publishers, booksellers, the mediums themselves, and the agencies—Better trade journal ad copy—Elimination of advertising allowances paid in books.

Improvement of Wholesale Distribution

The establishment of depository and shipping station on the Coast and of secondary depositories in at least six leading centers—Setting up as objective for wholesaling system a service of providing reasonable quantities of current titles within twenty-four hours of any outlet—Granting jobbers' discounts only to bona fide wholesalers—Refer-

ring to wholesalers by publishers of all orders from smaller outlets—Allocation of exclusive territory to one or another wholesaler, especially undeveloped territory—Extension of joint shipping by publishers.

New Outlets

Discontinuance of all haphazard methods of encouraging new outlets—Joint committee to encourage new outlets where needed—Refusal of credit to unsolicited outlet until investigated—Encouraging competent bookstores to operate branches.

Jointly Operated Corporations

Development of new corporations jointly owned by publishers to conduct research, sales promotion and merchandising—Organization of voluntary corporations of bookstores for research and experimentation in merchandising—Development of jointly operated agreements between publishers and booksellers who will develop coordinated advertising and promotion and merchandising of certain territories.

REDUCING WASTES AND LOSSES

A Fact Basis

Improvement of booktrade records by installation of better record systems in publishing offices, bookstores and manufacturing plants—Systematic analyses of such records, including studies of markets, cost of manufacture and profit and loss in each operation—Maintenance of statistical bureau to compile and issue data—Cooperation with government departments concerned with gathering statistics.

Standardization and Simplification

Setting up standards for manufacturing material—Reducing the number of sizes of books.

Better Methods

New program of self-education for every publisher's employee of the industry—Preparation of instructions for every job.

Joint Buying

Joint buying of all supplies other than manufacturing materials.

INCREASING READING AND BOOK BUYING

"Conserve Education" Movement

Organization of all groups concerned with education into "American Book Council"—Development of localized registration of reader interest—Enlistment of support from all organizations which can be interested in the support of reading programs.

Research

Encouragement of all research projects relating to reading.

Promotion

Development of N. A. B. P. campaign of education to be coordinated with campaigns conducted by other groups such as the above projected "American Book Council," the Authors' League, and A. B. A.—Utilization of press, pulpit and radio in such programs—Organization of traveling book exhibits—Encouragement of lecture programs in all communities.

Better Guidance to Reading

Encouragement of more independent and effectiveness in the reviewing press—Elimination of best seller advertising.

Simpler Books

Study of reading abilities and development of more books suited to the ability of all types of individuals.

Making Readers Into Book Buyers

Campaigns to encourage rental library readers to buy—Joint program with A. L. A. to encourage library users, who can afford it, to buy books—Encouragement of college bookstores as trade book outlets.

REDISTRIBUTING BURDENS AND HAZARDS**Publishing Control**

Revision of list making policies toward more balanced lists tested out by more stringent market analysis—Reduction of new trade titles by 30% by 1934 and 40% by 1935—Assumption by distributors of some responsibility for guiding publishers' list making.

Bookselling Discounts and Terms

No blanket increase in discounts and no blanket plan for protection by uniform preferential terms to those booksellers who will carry out a program of integrated promotion—Elimination of inside deals of exchange and consignment plans—Elimination of discounts to non-commercial organizations such as reading circles, unless it is proved they really develop markets.

Authors' Royalties and Advances

Revision of contracts to eliminate 50% clause for figuring royalties—Revision of contracts involving first three books by new authors so that second and third may help bear publisher's loss on first.

Manufacturing Burdens

Demand by publishers that printers' and binders' trade custom apply to whole industry—Destruction of dead stock stored in binders' plants.

IMPROVING TRADE RELATIONS

Frank and courageous dealing with all short-sighted and wasteful practices—Intensive and extensive study of methods used in other industries to improve trade relations and practices.

Sane Trade Practices

Formulation for each branch of the industry of guides to sound trade practice—Demand by each *buying* branch that every *vending* branch improve its practices and keep to the principles—Appointment of committees to hear complaints—Formulation of standard documents to define clearly all ambiguous rights, such forms to include bills of sale, purchase orders, contracts, etc.

Eliminating Specific Practices

Elimination of unsound practices such as those when authors demand extra contractual advantages, or writing books for a second publisher without knowledge of the first—Elimination of the practices of agents in claiming to represent certain authors when they do not and of peddling authors to highest bidders or using authors for trading purposes—On the part of publishers of making unsolicited offers to authors of another publisher; of permitting travelers to make unsolicited promises of protection, terms, etc.; of giving secret advantages to retailers; of overstocking at trade and then selling discount—On the part of book manufacturers of making blind bids to lower competitors' price, of making low bids but inserting extras—On the part of material manufacturers of giving rebates; of offering bribes or excessive entertaining—On the part of booksellers of price cutting, particularly of cutting below costs; of

breaking publication dates; of making misleading statements to one publisher about the discount of others; of returning books contrary to agreement; of taking discounts after time limits.

Machinery for Improving Practices

Setting up joint boards to formulate policies and trade customs for mutual benefit—Organization of an industry-wide body representing each branch to serve as a fact-finding committee to study unsound trade practices and serve as an organized arbitration board—Using publicity to stop unsound practices.

Decentralized Bank Credit

Building up local bank credit by the booksellers as part of rehabilitation program.

Credit Bureaus

Setting up credit bureau for interchange of credit information on booksellers—Cooperation between credit bureau and field workers—Setting up similar bureaus for manufacturers and material makers.

Credit Terms

Manufacturers to publishers, net thirty days—Publishers and wholesalers to booksellers, net thirty days; elimination of January dating on fall orders or partial payment November 1st.

Prompt Payment

Payments to authors within two months of agreed royalty dates—Stimulating promptness of booksellers by cash discount of at least 1% for payment within ten days.

IMMEDIATE PROGRAM

Recommendations

- A. for each publisher, bookseller and manufacturer—
 - 1. Self-survey along the lines indicated;
 - 2. Revision of all records to provide a fact basis;
 - 3. Individual elimination of all unsound practices;
 - 4. Joint action with any others in the branch to eliminate unsound practices and raise standards.
- B. for each organization in the industry—
 - 1. Immediate preparation of a program embodying the recommendations;
 - 2. Immediate appointment of necessary committees to carry them out;
 - 3. Immediate inauguration of all joint inter-branch committees to improve trade relations.

Reviewing the program of recommendations, it is urged that immediate attention be given to these—

- A. Reorganization of the basis of publishing by revising list-making methods and by placing the industry on a fact basis.
- B. Rehabilitation of the hundred leading independent book outlets by integration with publishing programs.
- C. Building up of book buying habits on a community basis, rather than a national basis.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

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January 2, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Background of the Survey

THOUGH the history of the trade, like the history of the nation, cannot be divided sharply into even cycles, the period from the Great War to the beginning of the great depression will always seem a period by itself, and it was as the result of the condition in which the trade found itself at the end of that decade that a Survey of the Economic Condition of the Industry was undertaken by the National Association of Book Publishers with the cooperation of the Employing Book Binders of America, the report of which is now being published for the benefit of the trade, a volume of some 150,000 words.

This effort at self-examination at the end of a period of marked growth may help the trade to find the best program for building again through another decade and for building on foundations even more substantial than those of the past decade.

In the period following the war, the demand for books was greatly stimulated, partly, it has seemed, because of the new intellectual curiosity which the war had created in the minds of all classes of people, partly because of a new and broader popular education program and the im-

proved place of books in this program, and partly because of the new energy which the authors, publishers, manufacturers and distributors put into their work of creation, production and distribution. This impulse toward expansion seemed to run its course, as was the case with so many industries, and the trade became conscious of a running down of its impulse and efficiency which led to irritation, criticism, and misgivings. It was when the trade was in that frame of mind that the publishers felt that an impartial survey of the condition of the industry might lay the basis for new progress.

In the spring of 1930 a group of publishers, meeting informally at lunch, heard the Vice-President of the Irving Trust Company, O. H. Cheney, discuss the publishing industry from an economist's point of view. His line of thinking stimulated much discussion, and, as a result of this, the *Publishers' Weekly* asked Mr. Cheney to put his discussion into the form of a paper, which was printed in the issue of June 7th of the same year. He was also asked by the Publishers' Association whether he would be willing to conduct a survey of the conditions in the industry from an economic point of view, and, after considerable discussion of what such a program might involve, the arrangement was agreed upon by the Directors of the National Association of Book Publishers, and by September Mr. Cheney had his office set up in Pershing Square where, throughout the next year, assisted by Pelham Barr (who had already had many contacts with the industry), and others, the work of the Survey went forward.

It was agreed that the Survey should be devoted principally to the problems of the trade book, which has very different problems from the educational or subscription book, that it should lay its emphasis on production and distribution, not on the books themselves. Publishers agreed to make their figures available as did book-sellers, in order to supply the material on which the survey was to be built. Mr. Cheney also obtained the cooperation of other groups, including the American Library Association, in developing his studies.

During the months that followed there have been innumerable interviews, conferences and travel about the country as the

investigators followed up one idea or another, and Mr. Cheney has in his report expressed great satisfaction with the general spirit of cooperation that he found in the industry, though, as would be natural in any such survey, not all houses wished to contribute figures. In most cases complete records of all publishers were not necessary for an accurate picture of conditions.

During the year several of the special committees of the Publishers' Association conferred with Mr. Cheney about problems they were working on and their relation to his findings, and during the summer important reports were worked out and agreements made on the problem of the reprint book and its time of issue, on the problem of the remainder as it affected publishers and booksellers.

With the end of the year of investigation the Cheney office had completed the gathering of material but not the preparation of its manuscript, and this was only submitted to the publishers in December and has now been put in print and delivered to members and to those firms in other fields who gave data for the survey. The small number of remaining copies will be sold at a price not yet fixed.

The publishers have shown a confidence in the survey by backing up the investigation through these difficult months and a willingness to study the findings brought together without prejudice, as they have put the entire study into print without its being assayed by the Directors, who only now receive it in printed form.

Such a long document covering so many phases of the industry cannot be studied in a week, and its facts and suggestions cannot have their effect and fair evaluation in weeks or in many months, but, such a volume placed on the table of the Directors of the Publishers' Association and of the Booksellers' Association and on the desks of individual publishers will be a stimulus and directing influence toward clearing the air of much doubt and argument, and its information will fit in immediately with the committee work of the Publishers' Association, the joint committees of publishers and booksellers, and provide the new Board of Directors of the Publishers' Association with ground work for the new year's activities.

The Four Major Emphases of the Survey

THE four major emphases of the Economic Survey of the Book Industry might be considered as being:

1. Distribution methods, the all-important problem.
2. The integration of the industry.
3. The need of more and better trade statistics.
4. New study of list making problems.

The Economic Survey emphasizes again and again that the flow of books is a halting and none-too-well-organized system, and that, if publishers and booksellers are to prosper, every step in this process must be restudied thoroughly, difficulties and irritations smoothed out, and the flow of books to the ultimate consumer made as frictionless, and as rapid as possible. This emphasis on distribution is in line with the emphasis being placed in other industries, fortified by the opinion of the Department of Commerce, whose first national Census of Distribution has just been completed.

Again the Survey emphasizes and supports with ample testimony that the booktrade must think of this process of distribution as one process and not two separate processes, the publisher operating in his own department and the bookseller in his. The need of a new integration of the industry growing out of cooperation in the industry, is strongly supported and carefully outlined, an integration that will will lessen friction because each unit in the process of distributing books will realize that its part is just one step in the complete process of taking the book from the author and printer to the ultimate reader. The publisher's responsibility for sale does not end with delivery to the wholesaler or retailer, the Survey points out; nor can the retailer be satisfied by merely understanding his own function, but must operate with the same conception of his part of the larger machinery, and his dependence on there being healthy conditions in the processes that preceded his own activities.

The booktrade, the Survey finds, is not in possession of as thoroughgoing statistics as are many industries, and the Cheney office, which had to build on statistics, be-

came acutely aware of this lack, and has pointed out many places in which such statistics should be newly created or improved. The importance of this will be appreciated by the many publishers and booksellers who try to take the long view of the industry's development, and the next few years ought to see a steady improvement in this direction.

As one of the fundamental problems immediately facing the booktrade, emphasis is laid on the publisher's list making, on the need of a more balanced production, for the health of both the publisher and retail outlets and in the interests of the consumer himself. Such a need of re-evaluation of output should be based on careful statistical study of the actual and potential markets, and of the competition that exists between one book and another as well as between publishers. This is an important recommendation that will support much of the present trend of thinking among publishers and be likely to give a timely direction to 1932 planning. The Survey suggests a more drastic curtailment of the number of new titles than many publishers will think is possible, but more than one house is moving in this direction, and conditions as they exist in the trade amply justify the strong emphasis on this point which Mr. Cheney makes.

These four major emphases of the Survey: on distribution, on the integration of the industry, on better statistics and, on better balanced list making, seem bound to make their impression on the current thinking and action in the booktrade in the weeks and months to follow. If they accomplish this, they will have served their purpose.

The effectiveness of any survey must be dependent on the way the industry receives it, and the mood in which it is received must be dependent on current conditions and also on the spirit in which the Survey is made. The booktrade, like most other industries, is humble enough about its present efficiency, and in this mood may be expected to study carefully the findings and suggestions which to a large extent have been winnowed from the best judgment of the industry itself, findings which are here presented with much spirit and occasional tartness.

Some Reservations

AS the mood in which this important Survey is received will depend a good deal on its usefulness, it should be pointed out that each reader is likely to find on his first review some handicaps to the effectiveness of the report.

One qualification that immediately occurs to us is about the theory under which the Survey has been conducted, the question as to whether an economic survey of the present is fully effective without some study of the past. The Cheney Survey is not past conscious. It has sliced sharply down through the structure of present-day distribution and makes its prophecies as to the future. But we are so accustomed to unlocking the future by a key given to us by the past that some of the best guidance we could have as to future action is not used. A survey of the past makes one more sympathetic with the present.

Secondly, the Survey found a scarcity of statistics on which to base its work and started to gather data; but the new statistics are in some cases, perhaps because of the difficulty of gathering sufficient data in a short time, sometimes not strong enough to uphold all the deductions made from them. A survey of two small groups of readers does not furnish a wide enough basis for an analysis of the American reading habits, and perhaps any analysis of the reading habits ought to await further studies. Again, many deductions are made as to the geographical distribution of bookstores based on a list of 4,000 stores, including rental libraries. Figures covering rental libraries should include all rental libraries or none. There must be nearer 20,000 than 2,000 rental libraries.

Again some readers of the Survey will think the sarcastic tone used to drive home a criticism or clinch an argument rather out of place. One publisher has remarked that this attitude might keep people reading who would otherwise lose their way in the statistics, but sarcasm is a dangerous weapon to play with and in some cases the sarcasm seems very out of place. Sharpness of attack may arouse an industry to a better consciousness of its predicaments, and wise-cracks may hold the attention of readers, but the same results might perhaps have

been achieved by conviction of statement and cogency of reasoning.

Each area of the publishing and book-selling world will find weak spots in the Survey in the comments on activities with which it is most familiar. That would be the expectation in any such ambitious survey. Perhaps we would be tempted to comment particularly on the lack of appreciation of what has been done in the field of children's books in the last ten years and to express the opinion that the Survey's comments, in view of the merits of the present output, seem to us astonishingly vague.

One other difficulty which we see in the report is the fact that many recommenda-

tions call for expenditure of time and money that can be only gradually provided, and sometimes such recommendations seem to be made without any consciousness that they would cost either time or money. Expenditures for reform and improvement have to be budgeted as do expenditures for sales and advertisements, and it will be by selecting here and there from the suggestions those which are most clearly of immediate need and which already have sufficient headway in the thinking or action of the trade, that the best results can be obtained from this important and provocative document whose publication should give a new impulse to the industry.

New Year Changes

William Morrow & Company

EMILY P. STREET—known to a host of friends in the booktrade as "Polly Street"—has resigned from Frederick A. Stokes Company, after a pleasant association of over seventeen years, to become a Director in the firm of William Morrow & Company. At Morrow's Miss Street will direct the Sales Promotion, Advertising and Publicity, as she did at Stokes, where such successful campaigns as those for the novels of Louis Bromfield, Susan Glaspell, P. C. Wren, Ellery Queen and Louise Jordan Miln and the Pershing book, were planned and executed under her supervision. She has a wide experience in general publishing and her new responsibilities provide a logical step forward.

Frederick A. Stokes Company

Commencing January 1st, Horace W. Stokes, the Secretary of Frederick A. Stokes Company, will be in charge of Book Promotion to take the place of Emily P. Street. By experience, Mr. Stokes is eminently fitted for this work through general training in the newspaper and advertising fields, first as a reporter and special article writer for the *New York Tribune*, then in advertising agency work and finally with The Crowell Publishing Company, where for a number of years he was en-

gaged in sales and advertising promotion for the *Woman's Home Companion*. When the late William Morrow formed his own publishing company, Mr. Stokes left Crowell to become Secretary of the firm that bears his father's name. He is the author of a number of juvenile books that have had large sales and also of short stories and articles in *Woman's Home Companion*, *Pictorial Review*, *Scribner's* and elsewhere, some of which have been published in England also. He has also written for trade papers. In association with Horace Stokes, Barbara Frost will head the Stokes advertising department. Miss Frost, who was formerly with Charles Scribner's Sons, has been with Stokes for nearly five years and is already well known in trade circles. George W. Jones, Jr., has been added to the firm's traveling force.

H. C. Kinsey & Company, Inc.

Beginning with the new year Harold C. Kinsey is starting a publishing business of his own. Mr. Kinsey started as a boy with John Wanamaker, Philadelphia, and after 12 years service in their book department went with Doubleday, Page. He was with the latter concern for about ten years and in 1919 went with William Randolph Hearst and started the Cosmopolitan Book Corporation, of which he was managing

*Emily P. Street*

director until its sale recently to Farrar & Rinehart. Mr. Kinsey will concentrate on publishing fiction. He plans to publish twelve books in the spring season. He feels particularly happy in being able to announce that he will publish among his first books "Lord of Lonely Valley" by Peter B. Kyne and "The Deputy of Snow Mountain" by Edison Marshall. He will also bring out "The Doctor's Defence" by Sidney Fairway, which has just been successfully published in England. Mr. Kinsey will publish Harry Leon Wilson's future books. Marie Royle will be with Mr. Kinsey to assist in editorial work. James V. Malloy, through the courtesy of G. P. Putnam's Sons, will represent him on the coast. William Goubeaud will do likewise in the south and the smaller towns in the middle west. Copp, Clark Company, Ltd. of Toronto, will be his Canadian representatives, and Mr. Kinsey himself will cover the larger cities from Boston to Kansas City. Frieda Walford will be his office manager. The new firm's offices are at 105 W. 40th Street.

Oxford University Press

E. D. Lyman will have charge of the sale of the Educational books of the Oxford University Press, on the Coast, commencing Janary 1st, 1932.

Ray Long & Richard R. Smith, Inc.

L. B. Archer has been added to the trade sales staff.

The Century Company

Hewitt Howland, fiction editor, leaves the Company and Barry Benefield of the editorial department will assume the position of general trade editor. James J. Monahan leaves the Company to start his own publicity agency.

Dodd, Mead; Longmans; Coward-McCann

The following salesmen will represent Longmans, Green & Co., Coward-McCann and Dodd, Mead & Company, in the territories specified: Pacific Coast, Clement F. Benoit; Chicago and Western, Jesse Carmack; Midwest Territory-Eastern section, Edward D. Bergen; Southern, Nevin J. Stevenson; New England, Curtis H. Brownlow; Metropolitan Area, James Bell and Wilder Hobson. In addition to the above staff, J. R. Lewis will represent Dodd, Mead & Company in New York, Boston and Philadelphia, and James McCann will represent Longmans, Green & Co., and Coward-McCann in the same territory.

*Harold C. Kinsey*

G. P. Putnam's Sons

J. V. Malloy, formerly with the Cosmopolitan Book Corporation, has been appointed to cover the Pacific Coast for both G. P. Putnam's Sons and Minton, Balch and Company.

John A. Holden

With the new year John Allan Holden is retiring as Business Manager of the *Publishers' Weekly* to take a well-deserved rest from active business. He will still remain a stockholder and the Secretary of the corporation, keeping in touch with the office and directing the work of production on the Trade List Annual and various trade directories with which he has been associated for so many years. Mr. Holden has been connected with the booktrade for sixty-two years, during twenty-seven of which he has been Business Manager of the *Publishers' Weekly*. His earlier association was with the old firm of Thomas Whittaker, with which he was connected for thirty-five years, during twenty-four of which he was General Manager, and for which office he made several trips to England. Besides his active work in developing the increasingly varied activities of the *Publishers' Weekly* office, Mr. Holden has been actively interested in all trade organizations, including the Booksellers' League, having been on its Board of Managers continuously from its beginning, and its President for a term.

Maurice Inman, Inc.

John T. Hotchkiss is now the firm's representative on the Coast, instead of S. H. Voss. Frank J. Lowe no longer represents Inman.

Huntington Press

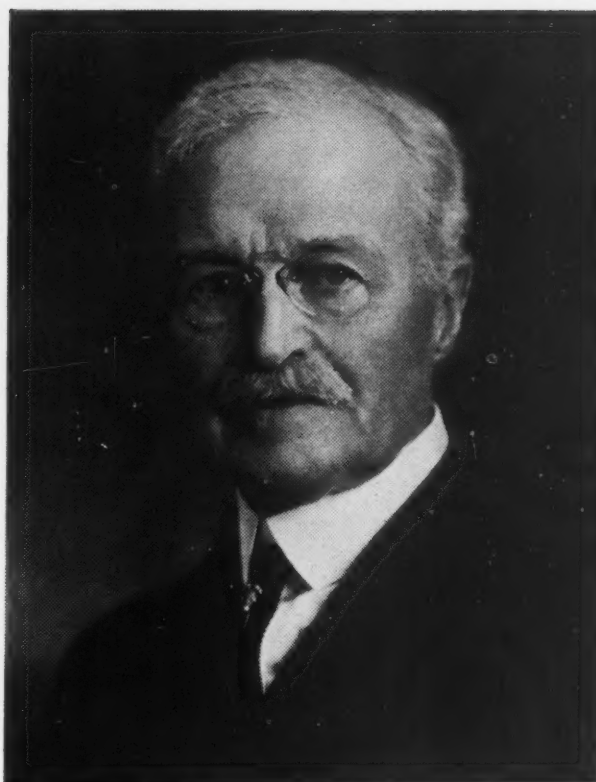
John T. Frenyear has taken the place of Nicholas R. Wreden as representative in Southern territory.

The Johns Hopkins Press

Elizabeth Mann is now handling publicity for the Press.

Rand McNally & Company

George W. Littlejohn, for forty-one years in the service of Rand McNally & Company, retires the first of the year as Sales Manager of the Juvenile Trade Publishing Division. Mr. Littlejohn has traveled widely among the trade, attended the Booksellers' Conventions, and is one

*John A. Holden*

of the popular and beloved figures among his generation in the publishing world. His first connection with the firm was in sales

*Kaiden Studios, Inc.**Horace W. Stokes*



George W. Littlejohn

promotion. He later became a department manager, acquired stock in the company, and afterwards became a director. Mr. Littlejohn is to be succeeded by his present assistant, Reuben H. Lilja.

The Spectator Company

New Official Staff: Loughton T. Smith, President; T. J. V. Cullen, Vice President; Harry W. Barnard, Vice President; F. B. Humphrey, Vice President; William H. Vallar, Secretary; Robert W. Blake, Treasurer; Victor Engl, Assistant Secretary-Treasurer. The company has one new traveling representative whose name is Thomas O. Woolf, covering New York and New Jersey territory.

Marshall Jones Company

H. B. Doust has become Assistant Sales Manager.

Charles Scribner's Sons

H. E. Gillmore, Jr. who has been in charge of the Chicago trade office has resigned and will be succeeded by Ward McClelland who has been a member of the sales staff for some years. Milton Sher-

man has also resigned as one of the New York City salesmen as of January first, to be succeeded by Alfred Berger, formerly of the Doubleday, Doran Book Shops.

Thomas Nelson & Sons

In addition to the reorganization reported in the December 5th issue of the *Publishers' Weekly*, T. C. Fulton is the new Pacific Coast salesman.

Lothrop, Lee & Shepard Co.

Following the death of Richard F. Tilley last May Edward W. Jervis became the head of the sales department, and in September Melvin Gerard was taken on as salesman and editorial assistant.

The Vanguard Press

During 1932 Vanguard will be represented in the South by William F. Goubeaud.

Allyn and Bacon

Additional travelers for 1932 are: Guy E. Rice, Baltimore, Maryland; Howard F. Ryan, Amesbury, Massachusetts; W. Powers Moore, Jackson, Mississippi; Roland M. Bogue, Detroit, Michigan; Wayne E. Merrill, San Francisco.

William Edwin Rudge

Frederick G. Rudge has been added to the traveling force. His territory is Washington, Boston, Philadelphia, and New York City.

Robert M. McBride & Company

Stanley Walker will manage and Edward Vass and Harry B. Dunlap will sell the McBride and Dial Press lines. Louis Solomon who has been representing the McBride and Dodge Publishing Company lines will continue to do so. All of these men will sell the list of all companies jointly.

Alfred A. Knopf, Inc.

Allan Gordon Ullman is the new representative in New England, parts of New York State and parts of the Middle West.

The Viking Press Inc.

Floyd H. Nourse will again cover the Far West.

Ginn and Company

Frederick C. Hodgdon, who has been for many years in charge of the college and high-school work in the New York office, retires from the firm. L. B. Robeson, senior partner in the Atlanta office, becomes an inactive partner.

F. A. Davis Company

C. W. Taber of Chicago, has been selected to act as Educational Manager and Editor for Davis's new educational department.

Iroquois Publishing Company, Inc.

Paul E. Batzell has joined the staff of the Iroquois Publishing Company in an executive capacity. Before the War, Mr. Batzell was associated with the company, in charge of the Metropolitan area, New Jersey and eastern Pennsylvania. With the Iroquois Publishing Company, Mr. Batzell will be allied with all the company's activities, including both inside management and sales activities.

Charles E. Graham & Co.

After fifteen years as senior sales representative for the Company, Harry W. Sully has resigned. Mr. Sully has decided

to leave the competitive juvenile book field and will return to the copyright lines of general literature.



J. A. McKaughan, formerly of Macmillan, now of Century

Plans for Copyright Legislation

Waldon Fawcett

COPYRIGHT legislation in the 72nd Congress must start from scratch. This is the essence of the determination of William Irving Sirovich, of New York City, the new Chairman of the Committee on Patents of the House of Representatives, as expressed in an interview for the *Publishers' Weekly*,—the first statement he has made of his plans for the forthcoming session.

In outlining his tentative program, Chairman Sirovich took occasion to refute the statements of some of his critics, in and out of Congress, who have accused him of having little personal interest in patent, copyright or trade mark legislation and have predicted, pessimistically, that no major Bills would be reported out of the Committee during his occupancy of the

Chair. A certain degree of interest on his part was, indeed, to be assumed from the fact that, in the reorganization of the House, Dr. Sirovich passed by another Committee Chairmanship to take the position at the head of the Patents Committee.

Sketching his plans, Representative Sirovich said:—

"While I am already receiving a heavy volume of mail on the Copyright question, I will not be able to take up work until January 4, following the holiday recess of Congress. The offices of the Patent Committee will not be turned over to me until that date and adequate clerical help will not be available.

"So soon as I am settled in the quarters in the House Office Building, I will take

the first steps toward the evolution of what I believe will prove a satisfactory Copyright Bill, or series of Bills. For, I feel that one of the mistakes in the last Congress lay in the attempt to encompass all phases of the copyright subject in one General Bill. My belief is that better results may be attained by several separate Bills, each dealing with a specific branch of the subject, than by one all-embracing Bill which is bound to be so voluminous and complex that it is difficult to translate its precise purport to the Congressmen who must vote upon it.

"I am ambitious to do something big and constructive in the matter of Copyright legislation. And I have no preconceived ideas regarding the character of the Bill to be reported by the Committee. On the contrary, I feel that we must not accept any ready-made draft nor necessarily use the Copyright Bill which had attention in the last Congress. Instead, my idea is to formulate a new Bill or Bills that will be acceptable in the highest possible degree to all the interests concerned in Copyright.

"To that end I wish to arrange, at the outset, for a series of public hearings by the Committee which will be in the nature of an open forum for the presentation of views from all sources with respect to the proper content of Copyright legislation. To these preliminary hearings, I will extend the widest invitation. No Bill whatever, not even a rough draft, will be presented as a basis for discussion. Instead, voluntary expressions of opinion will be sought.

"When all parties who desire to be heard have had the fullest opportunity, the Committee will undertake to draft a Bill that will embody the ideas which have been vindicated in the open debate of the hearings. With this draft as a working basis, a second series of hearings will be arranged and witnesses given an opportunity to address themselves to the concrete provisions of a Bill that will be yet subject to alteration or modification if sufficient reason therefor be shown.

"In the case of Copyright as in other legislation, I am a firm believer in conciliation and compromise. I strongly believe that it should be possible to draw into council all the interests affected by Copyright and, enlisting a spirit of friendly co-

operation, work out a measure that will be satisfactory to all groups. But, I may add that whether or not such cooperation is completely attained we will have a Copyright Bill. I have no intention to allow failure of agreement among the groups to prevent the preparation of a Bill. If the groups involved cannot agree, then the Committee must proceed to write the best Bill that can be framed in the light of what it has learned. And always with the welfare of the general public as the paramount consideration.

"While I have no preconceived ideas as to the form which the ideal copyright legislation should take, I will not disguise the fact that my chief concern is for the protection of the interests of the small beneficiary of copyright. The small author and the small publisher are the ones for whom I am chiefly concerned. Also I insist that we should produce an American Copyright Bill with the emphasis on 'American',—a Bill that will treat the subject from the American standpoint and protect American interests.

"Although I am not familiar with the details of the substitute Copyright Bill which Senator Dill is planning to prepare for introduction in the Senate at an early date I feel that in a general way my ideas are in harmony with those of Senator Dill. The Senator telephoned to say that he was glad to hear that I was to have the Chairmanship of the House Patents Committee and I feel confident that we will be able to work together constructively. Meanwhile, and even before a date is set for our first series of public hearings, I will send out letters to all interested parties that I can locate, not forgetting the labor unions in the printing crafts, asking their best judgment as to the features which should be embodied in a Copyright Bill designed for the common good."

In the course of the interview Congressman Sirovich took occasion to explain his actions in the last Congress which have, seemingly, not been understood by many onlookers. In the beginning Representative Sirovich voiced the opposition of theatrical interests which had raised questions regarding divisible copyright. In due course he was informed that a treaty of peace had been signed by the divergent interests and therefore withdrew his opposition. It

developed, however, as he related, that the agreement which had been negotiated was not actually signed by all parties.

Senator Dill, in answer to inquiries for the *Publishers' Weekly*, stated that he has not yet completed the alternative Copyright Bill which he plans to introduce in the Senate. He hopes to have this ready soon after the Senate resumes, following the holiday recess. Copyright legislation

thus initiated in the upper house of Congress is in a sense in disregard of tradition. However, this is a year for Senate precedence.

The Capper-Kelly Bill to legalize Resale Price Fixing which, in every previous Congress has first had Committee attention in the House, will, this season at any rate, be pressed for consideration first in the Senate.

Customers' Choice

THE Christmas book season in New York was not exactly brilliant. People bought economically and with a deliberate kind of restraint. The generous individual orders of yesteryears seem to have become "excessively" rare.



A bookstore in 57th Street, which caters to a very wealthy group, found customers cutting down more than ever before and sees ahead a year of the most careful and astute buying on the part of the bookseller.



One of the most strategically located shops in the city, with a widely diverse clientele, comes through the season with the feeling that price cutting is now even more than a menace, and tells us that Macy's this season did the largest business in books in the history of its department, as did one of the large drug store chains.



A curious phenomenon in one large shop has been the high percentage of returned books during this after-Christmas week. It is, however, a phenomenon which seems to have a partial explanation in the fraternal habit of critics this year of recommending the same books as gifts. With few exceptions customers read their favorite columns and bought only acknowledged best sellers. Duplication of book-gifts is of course inevitable, but care should be taken to minimize it.



This latest example of the apparent reluctance on the part of most critics to concern themselves with unknown, little-

heralded books, or with originality in review selection, reminds us of the sad story of Isidor Schneider's enthusiasm for Goncharov's "Oblomov," a Russian, though not a gloomy novel reissued by *Macmillan* about a year ago. Mr. Schneider considered it to be one of the finest works he had read in five years. Originally it had received practically no attention. To all practical purposes it was a new book when reissued. Mr. Schneider sat down and wrote letters to twelve critics calling their attention to the book's excellence. Not one of the twelve ever mentioned "Oblomov."



McCreery's book shop, in contrast to the shop mentioned above, has had few books returned. This is evidently due to McCreery's holiday policy of emphasizing shelf stock in sales talk rather than current best sellers. In November, new jackets for old stock were secured from the publishers, said stock was brought to the front tables of the shop and displayed with the newest best sellers. Best sellers were allowed to take care of themselves and the result was a healthy and rather amazing run on the old stock.



At McCreery's, "The Stag at Eve" was the only picture book which figured impressively in Christmas buying. In juveniles, "The Christ Child" and "The Shire Colt" walked off with the honors. These two books seemed to be irresistible to people who had originally asked for something around 75 cents or \$1. There was practically no demand for the so-called "gift" editions.

At Lord & Taylor's book shop this week our eye was caught by what was, to us, a new item in astrology. It is called "The Futurscope—1932" and consists of a large chart-wheel with a complementary book of astrological truths. It sells for \$2, and is manufactured by the Futurscope Company, New Haven, Conn. The legend on the title-page of the book pleased us. Here it is: "The Stars Incline, But They Do Not Compel."



"Only Yesterday" is still a great favorite. "Malaisie," the Goncourt Prize Novel, is creating quite a little interest about town.



A rather special sort of children's book is Artzybasheff's "Poor Shaydullah," from *Macmillan*. The publishers are pretty frank in admitting that it's a book which every stock broker who came out badly in the crash ought to read. G. B. Shaw appears in the story as Allah, the worldly-wise, who advises Shaydullah how to make a fortune.



The recent roof-crashing episode in the Vatican involved the loss, at least temporarily, of the manuscript of the Sonnets of Petrarch, and a copy of Petrarch's Diary in his own hand. Joseph Auslander, who was working in the Vatican last summer completing his English translation of the Sonnets, is the lucky man in possession of a complete holograph reproduction of the Sonnets, and also photostats of pages from the Diary. He had the photostats made himself.



Recently we said that G. B. Shaw was "supposed to be working" on the proofs of the *Appleton* authorized Shaw biography by Archibald Henderson. This is wrong. Shaw is working on the proofs.

New Offices of the University of Pennsylvania Press

THE University of Pennsylvania Press starts the new year by moving from 3438 Walnut Street, Philadelphia, to its own building at 3622 Locust Street. In this brick cottage, which harks back to the days when West Philadelphia was Hamil-

ton Village and Andrew Jackson was president, the offices of the Press will be on the second floor, with display room and shipping facilities on the street level. During four years of activity the University of Pennsylvania Press, with an office organization of three persons, has issued ninety titles in a variety of fields, including Americana, European diplomatic history, Mediaeval philosophy, industrial research, English, Italian and classical literature, archaeology, troubadour songs, sociology, biophysics.

Particular attention has always been given to the publication of books relating to the immediate vicinity. Among



The brick cottage on Locust Street where the University of Pennsylvania Press will now be located

these are "The Red Hills," a popular account of the Pennsylvania Dutch, "A Quaker Forty-niner," several biographies of eminent Philadelphians, "The Dutch and Swedes on the Delaware," and "Early Forges and Furnaces in New Jersey." Preparations are under way for a noteworthy spring list to include "The Soul of America," by Arthur Hobson Quinn, "Ex Libris Carissimis," by Christopher Morley, "Soviet Administration of Criminal Law," "American Relations with Turkey," "Clinical Psychology," and others.

The office personnel of the Press remains the same, i.e., Phelps Soule, editor and manager, Ruth D. Keener, in charge of advertising and book designing, Mary F. Bonner, secretary and head of the order department.

Action on Credit Problems

ONE of the most important and constructive steps that the publishing trade has taken in many years is the establishment this month at the headquarters of the National Association of Book Publishers, and coordinated with its work, of a Credit Bureau, a natural outgrowth of the old Credit Conference. This Bureau will be directed by August H. Gehrs of Harcourt, Brace & Company, who will spend one day a week at the Association office. Assisting him will be a special committee of publishers' credit men, and there will be an office staff, including one expert accountant familiar with the field, and an assistant secretary.

With this change comes a new attitude toward the whole problem of credit, a constructive attitude intended to give all book outlets competent advice in advance of acute difficulties, advice based on store experience, which, with this office force and directed by an experienced bookman, can be gathered and correlated for practical use. It has been the general feeling of the publishers that heretofore their credit work has been functioning only when outlets were in extreme difficulty or in a state of disintegration, and in these cases the Credit Committee has been appointing volunteer committees from credit offices of the publishers to work out suggestions or to institute final receivership when the case was hopeless. It has been the suggestion of many of those who carried the burden of this work that this type of program was out of date and not suited to the needs, and that what was needed was progressive and intelligent help given in such a way and in such spirit that many book outlets might avail themselves of advice that would enable them to straighten their affairs out and go on to further growth. The change is in the direction of saving and developing outlets through a knowledge of basic facts and through advance expert advice.

Mr. Gehrs is particularly competent to direct this work for the industry, as he has long been one of the most active and far-sighted men on the Publishers' Credit Conference and has been a sales manager who knows the trade in every part of the country. He also knows the booksellers and has always had sympathetic understanding of retail difficulties.

The Travelers' Banquet

THE forty-seventh annual banquet of the Brotherhood of Commercial Travelers was attended by nearly a hundred members at the Waldorf-Astoria on December 29th. W. Frank Collins, Vice-President and President-elect, presided in the place of George McLeod, who, because of an accident, had been unable to come down from Toronto, his message of greeting being presented by his son, Douglas McLeod. The Secretary and Treasurer, John Hovendon, dean of the travelers and President of the organization thirty-six years ago, sat by the presiding officer, and among the guests of honor were Harry Hirshfield, the cartoonist, and Sol Abbott of Stern & Company. The wit and good fellowship around the table ran high, and Mr. Hirshfield, the first on a long and delightful entertainment program, added greatly to the gaiety.

"I dropped \$7,000 on my show at Buffalo," said the theater man of one of his anecdotes. "Is that considered good?" asked his friend.

"Go out and weep if you can get orders no other way," said the sales manager. "Weep on their shoulders, but *get* the orders." When the salesman came back, he reported rather gloomily, "Well I tried weeping, the tears flowed from my eyes at every desk. I got no orders, but I did get \$32.50 for myself."

"What has become of that fellow who was scenario writer for Paine's fireworks?" "He is literary critic for Liggett's Drug Store," was the reply.

"What is doing in books?" Mr. Hirshfield was asked. "They're a 'drug' on the market."

Mr. Hirshfield admitted he was publishing a volume of "250 Best Jewish Stories" through Simon & Schuster this year, and he said he wouldn't tell the stories but he would tell the dedication: "To my relatives who can hardly wait for the royalties."

At the close of the evening the members stood in silence in memory of the four members who had died during the year, David J. O'Connell, whose death occurred on the very evening of the last meeting, George Bachman, Charles E. Graham, both former Presidents of the organization, and Harry Savage of Stokes.

Book Chains Do \$35,000,000 Business

CHAIN stores do 21½% of the total retail business of the United States, according to the final totals just released by the Bureau of Census. Out of \$50,000,000,000 worth of retail business they sell \$10,771,000,000. This report classifies the different chains, tells the number of stores, total net sales and the proportion of the total trade business that is done through the chains. There is some difficulty in classifying stores, as in a great many cases these chains handle a great variety of merchandise. The census Bureau has adopted the plan of classifying them under their main interest.

Under bookstore chains they have found thirty different groups with 349 stores doing a total business of \$35,482,000 worth of business in 1929, or 31.6% of the business. This includes general bookstores in chains and religious book stores but not rental libraries according to information to the *Publishers' Weekly* from the Bureau of Census. This is separate from the chains of news dealers, of which there are 68 with 2,884 stores, doing \$599,204,000 worth of business. In the stationery field they found only 5 chains with 29 stores doing \$3,750,000 worth of business. Of the bookstore chains there would be included in such a list the Union News Company, perhaps, Brentano's, Doubleday, Harvey, and Womrath.

Obituary Note

MELVIL DEWEY

DR. MELVIL DEWEY, educator, inventor of the internationally used Decimal Classification system, first editor of the *Library Journal*, and organizer of the famous Lake Placid Club, died of a cerebral hemorrhage at Lake Placid, Florida, the resort he established five years ago as a southern branch of the Lake Placid Club of the Adirondacks. He is survived by his wife and son, Dr. Godfrey Dewey. Dr. Dewey was born on a farm near Watertown, New York. At the age of fifteen he gave up his plan to enter the ministry, to devote himself to popular education. He was a graduate of Amherst College in the Class of 1874 and received a Master's

degree there in 1877. It was at college that he became interested in library work and its technique, and in his junior year he became acting librarian. In 1876, at the age of twenty-five, he left Amherst for Boston where he started organizations to further his three favorite causes. These organizations were the American Library Association, American Metric Bureau and Spelling Reform Association. He had started the *Library Journal* in 1876 and this enterprise led to the crystallization of the movement that founded the American Library Association. To facilitate the movement for library betterment he organized the Library Bureau to sell library equipment, an organization in which he disposed of his stock some years later to put this investment into his plan for the Lake Placid Club. In 1883 he became chief librarian of Columbia and all the libraries of the University were combined under his direction. At Columbia he started the library school which later was moved to Albany, and he became secretary and executive officer of the University of the State of New York in 1889. At Albany he remained until 1900 as secretary of the State University and until 1906 as director of the State Library and Library School. His great enterprise at Lake Placid has made the resort world famous, and there are now some 390 buildings, 43 farms, and besides a summer colony there are great winter activities, which will reach their climax with the Winter Olympics next month.

Dr. Dewey's great powers of invention and of organization have left their permanent mark on the educational progress of the country.

Changes in Price

A. S. BARNES AND COMPANY, Inc.

Effective January 1st, 1932, the following change in prices of books indicated:

Kennedy & Bemis, "Programs for Special Occasions," \$1.50 to \$1.00.
Kennedy & Bemis, "Special Day Pageants," \$1.50 to \$1.00.
LaSalle, "Rhythms and Dances," \$4.00 to \$3.00.
May & Petgen, "Leisure and Its Use," \$2.00 to \$1.50.
Lowan, Colestock & Cooper, "Corrective Physical Education For Groups," \$4.50 to \$3.60.
Pohl, "Dance Technique and Rhythm," \$4.00 to \$3.00.

ALFRED A. KNOPF, Inc.

Beginning January, 1932, "Behind the Green Lights" by Captain Cornelius W. Willemse will be priced at \$3.50 instead of \$3.00 and "Memoirs of a Polyglot" by William Gerhardt will be priced at \$5.00 instead of \$3.75.

BOOKMAKING

A Monthly Department

"The Ideal Book" Essay Contest

TWO hundred essays were submitted to The Limited Editions Club before December first, the final date for acceptance of essays in the Club's contest to determine the best essay upon the subject, *The Ideal Book*.

The five judges decided to award the prize of one hundred dollars jointly to Porter Garnett of Pittsburgh and Francis P. Dill of Roselle Park, New Jersey, with honorable mention to Edward K. Robinson of Boston. Porter Garnett is Master of the Laboratory Press at the Carnegie Institute of Technology, teaching the younger men the proper methods to be used in printing fine books, and Francis P. Dill, formerly a student at the New York University School of Graphic Arts, is now a student at the Carnegie Institute. It is interesting that, out of a group of competing essays received from so many quarters, the two essays which jointly won the prize were written by a teacher and a pupil in one city.

The judges in the contest were: Frederic W. Goudy, world-famous designer of types; Frederic G. Melcher, editor of the *Publishers' Weekly*; Mitchell Kennerley, bibliophile and art patron extraordinary; A. Edward Newton, the amenable collector of books; and George Macy, Director of The Limited Editions Club.

The essays upon the *Ideal Book* written by Mr. Garnett and by Mr. Dill are being printed in pamphlet form, for distribution to the members of The Limited Editions Club as a Christmas gift from the directors of the Club. Those who are interested in the subject can have copies of this booklet by applying to The Limited Editions Club, 551 Fifth Avenue, New York.

Two other essays on this subject by well-known book designers, Evelyn Harter of Harrison Smith, Inc., and Arthur W. Rushmore of Harper and Brothers, appear in this issue, and the essay by Edward K. Robinson will appear in the February 6th *Bookmaking* issue.

The Ideal Book

Arthur W. Rushmore

Harper and Brothers

THE *Ideal Book* is the concerted effort of three parties, the author, the maker, and the ultimate possessor. None can be omitted, more can be added only with detriment.

The author must write it under the compulsion of an inner drive. He has something to say and must say it with consummate skill so that the words flow from his

pen (much better than from a typewriter) limpid and artless, a clear stream beautiful both to the mind and the eye.

The maker of *The Ideal Book*, and when I say that I picture an artist-craftsman steeped in the history and the beauty of the printed page, yet well versed and skilled in the usage of the tools of today, must approach it with that enthusiasm and

impatience and joy that a sculptor feels as he attacks the marble and in his mind's eye sees the statue already full grown and radiant. He will clothe the words in lovely type, legible, clear, clean of line and free of self-consciousness, the unsuspected correlate of the pleasure the eye will find in reading it. He will with such care combine the page size and his margins and the size of his sheet that the result will be as though he were not—so smooth and right and peaceful will the type lie on the fair, clean paper, the faint laidmarks just breaking the surface into a feeling of texture, yet in no way obtruding or spoiling the printing surface. If he must have pictures, let them *belong*, not be set off apart. Woodcuts or line plates of a color with the type are best. He will bind the book snugly but not tight, in strong uncolored linen with handmade paper fully sized for the sides—not

too light in color but with discretion as the subject matter shall dictate to his sensitive feelings. He would do well to use a slip case to protect the book from dust and dampness. Then the slip case must be of hard boards, well built and labeled and large enough to fit with ease. He will avoid gaudiness and let the author speak, not muffle his words with undue clothing.

The purchaser, the ultimate possessor, shall bring to the bargain a consuming desire to see and read and fondle and possess it for his own (else he shall not have it). The price must be in keeping; not too cheap or the author is insulted, nor extravagant or the bargain may fall through and all our efforts go for naught.

There are only two real requisites—knowledge and good taste. So simply is the Ideal Book produced—so simple it is as to defy production.

The Ideal Book

Evelyn Harter

COMING into the world alone and lost, we try to find ourselves and our like. We meet some people of our kind, face to face, if we are lucky. Since we cannot know through their physical presences those who speak strange languages and those who are dead, we must content ourselves with what we find of them in books, hoping that the books may be made so well that we shall be happy to have them in our rooms, as we are to have the company of beautiful and intelligent people.

For this reason it is not quite enough that a book be a good vehicle, though it must be that. Since William Morris wrote his essay on the ideal book, a body of acknowledged rules governing bookmaking have been made and generally accepted, so that it is now not so much necessary to define the perfect book as it is scrupulously to practice what we know.

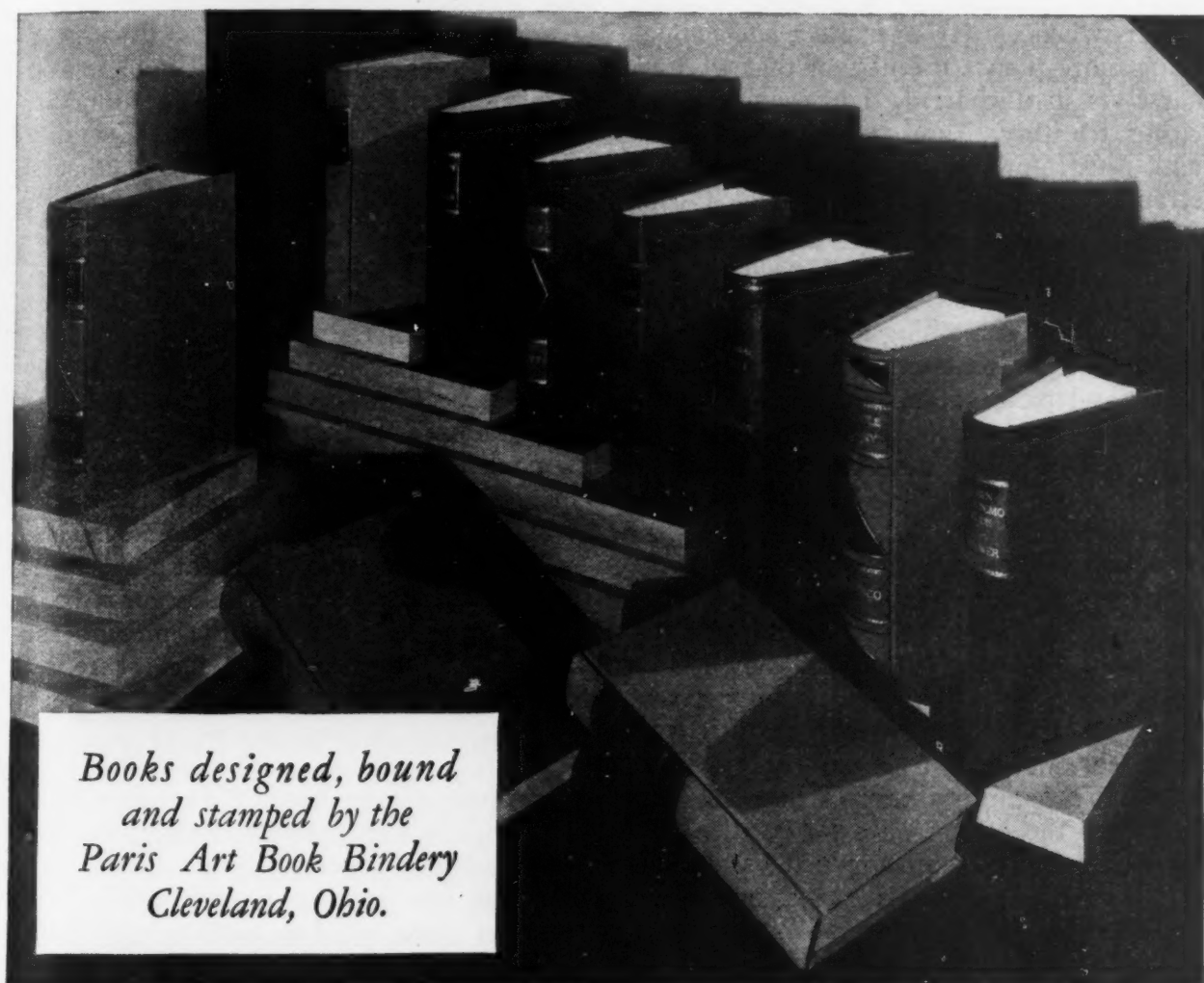
As an article of use, the book must adapt itself as accurately as possible to the organs which will avail themselves of it—the eye and the hand. Only so can friction and waste be reduced to a minimum, and if the book does violence to the eye or the hand, it is worse than a dull saw or a leaky pen,

for it maims something more precious than wood or stationery. It is commonplace to say that each part of the book should serve its function, just as a roof should keep out rain and a window should let in light; the binding must be durable, the endpapers strong and tight, the title-page dignified and appropriate, the text page legible and fair. All these elements should exhibit the close-knit integrity of the human body—in skin, bones, tissue and brain.

Probably it is idle to specify the size of the ideal book, since this must be determined by the nature and purpose of the text. If it is to be carried, it should be gratifying to the hand, and impose no undue strain on the muscles. If it is to lie on a library table, it will not require clutching on each side to hold it open, and in neither case will the materials of the binding offer any secret source of irritation to the tactile nerves.

In the setting and arrangement of the type should be found a compliant understanding of optical habits and illusions. The line will not exceed the length of the average eye span, and words will not be spatial units, with no odd groupings to give pause to the engrossed reader. The disposition

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HOLLISTON BOOK CLOTHS

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of lines on a page will show economy coupled with an easy graciousness. If ornament is used it should be so closely kin to the character of the type face that the eye is soothed and not fretted—such that the unobservant reader will unwittingly be helped toward knowledge of the tone of the book, and the analytical one will smile with pleasure at its fitness.

It is when we try to make a book something more than a useful tool that we find ourselves in uncharted, dangerous and exciting territory. For here both designer and illustrator are faced with the same strange and delicate problem which confronts the author when he conceives the book—that of transmitting a large and complicated idea to the very best advantage. Illustration is something more than decoration—it is the tentative offering of a dramatic and pictorial imagination which has looked deeply into an author's meaning. It should complement the task of making the transition of the author's idea, by a different avenue.

A hand-binder who is working with the leather case of a book runs his fingers through his hair, imparting its slight oil to the perfection of the book. So the format of a book should bear the impress of its designer only in an oblique, implicit way. Engineer and artist in one, he will not distort its meaning to express himself. He will give the book a title-page which will reveal the book's character in the same way that a man's face reveals his—as one would say, on meeting a stranger—"There is an honest man, or a subtle one, or a comical one."

The quest of the ideal book goes on long and hopefully in the midst of much shoddiness and compromise. No designer can bemoan lack of material; there are as many fine fish in the sea as ever came out of it—old masterpieces and new yet to be properly done. Until a book has been offered in a suitable format, we have not done justice to its author. One meal may contain as much to nourish us as another, but dieticians say that the degree in which it is assimilated depends in some part on how much it pleases us. So our power for absorbing the content of a book may depend on the delight it gives us—both in the style of the author and the typographer.

Let us not confuse the essentials and the

unessentials. A book may be well made without an extra color on the title-page, without expensive paper, without handset type, without headbands and gilt edges, but no well-made book may have bad margins, stiff paper, poor spacing and garish binding stamps. The well-made book will be sturdy, legible, simple, forthright; the ideal book will have in addition such fillips to the imagination in the style of the illustrator and typographer as will contribute to the fullness of the experience of reading it. But, above all, books should not look like candy boxes or potted plants, but like books—our good companions and comely friends. The making of them is not an idle occupation of playboys, but a serious commission. We have to do with the last of three important steps in the transfer of ideas: first came the growth of the mind to the point where it became imperative for it to communicate with others; then the development of symbols for communicating ideas—the alphabet; finally the perfection of the means of arranging and preserving those symbols. Surely no care is too great for the fulfillment of the last of these tasks, for a book gathers up the past and the present for the sake of the present and the future.

Illustrations by Sheet-Fed Gravure

IN their recent book, "The Sword of God," by Guy Endore, Farrar & Rinehart used very successfully one of the new processes for printing illustrations. This book on Joan of Arc contains reproductions of paintings, photographs of statuary, old wood cuts and copper engravings. The problem of getting good results from such varying types of copy, some of which would normally have been printed from line cuts and others from halftones, was solved by the use of sheet-fed gravure done by the John C. Powers Co. By this method the fine lines of the engravings were not broken up by a halftone screen and the line drawings seemed equally sharp and clear. The illustrations were printed on the same antique paper as the text, instead of on coated stock as inserts, and so became an integral part of the book. Sheet-fed gravure, which is not the usual gravure printing or roto-gravure, is of comparatively recent development and is being used extensively by advertisers.



Rear Admiral Fiske demonstrating his reading machine which brings the cost of printing an average book of 65,000 words down to 5 cents

Reading Machine Perfected

LAST month Rear Admiral Bradley A. Fiske, U. S. N. (retired) announced that he had perfected the reading machine on which he has been working for the past twelve years to reduce the cost of the average 65,000 word book to five cents. Admiral Fiske's reading machine, which is built on the principle of microscopic type read through a magnifying glass, was referred to in an article called "My Reading Machine" in the *Publishers' Weekly* of May 3, 1930. The machine weighs less than four ounces and resembles a lorgnette in shape and size. It is held on the nose and after a page is read instead of turning to the next the thumb of the hand holding the machine turns the screw on the handle and instantly the next page appears. A book of 100,000 words, for example, can be printed on two strips of paper two and five-eighths inches wide, and 23 inches long. On each side of the paper appears 25,000 words. After the first 25,000 words of the book are read, the reader reverses the strip of paper in the machine and begins on the second quarter of the 100,000 word book. The Fiske machine can be made at \$1 each.

The process of making a book to fit the Fiske machine is fairly simple. A manuscript is turned over to a typist who copies it on a sheet of paper about two thirds the width of an ordinary letter head. The typewritten copy is then turned over to a photo engraver who reduces it to one-twenty-fifth of its size. "And then," said Admiral Fiske, "the author of a 100,000-word book leaves the engraver with four plates of his book in his pocket, goes to the printer and in a day or so he can begin mailing his latest work to his reading public." One of the best printers in the country has quoted the price of \$557 for an edition of 10,000 books of 100,000 words length printed on a better quality of paper than goes into the average \$2 novel. At this price the cost of manufacture on each book would be a little more than 5½ cents, or to be precise, 5.57 cents.

Kingsport's New Specimen Book

THE specimen books of the plants specializing in book work are an interesting problem in printing, and they mark from time to time the progress in the service of the best American presses to their publishing clientele. The latest specimen book comes from the Kingsport Press of Kingsport, Tenn., which has its sales agencies in New York and Chicago. The book is an octavo of several hundred pages, bound in loose-leaf, so that the pages can be taken from the book and used for direct study or can be replaced with new pages which the press may supply.

In the first section of the book are the different type series arranged according to linotype and monotype faces and with paragraph samples of each different size of type. The Press carries a dozen different linotype faces in many sizes, almost as many monotype faces, and offers a very large variety of display faces, nearly 50 in all. Further pages give examples of ornamental initials of varying kinds, numerous decorative borders. The second section gathers these type faces and sets them into various book pages, giving an indication of the number of words to the line, lines to the page, and words per square inch. Typical chapter headings are then developed for the various display types.

Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

A STUDENTS MANUAL OF BIBLIOGRAPHY
by Arundell Esdaile. New York, Charles
Scribner's Sons, 1931. \$4.00

ARUNDELL ESDAILE of the British Museum, Sanders Reader in Bibliography in the University of Cambridge and Lecturer in Bibliography in the University of London School of Librarianship, has brought out his carefully prepared Manual of Bibliography. Coming from such an authority the volume has a natural claim on our attention and critical consideration. From the point of view of this column only Chapters II to VI are an object of consideration. These are the sections devoted to the practice as well as the history of book construction in all its branches. The book is primarily meant for the use of librarians and bibliographers that is to say for persons interested in the acquisition, arrangement and description of books rather than their production and distribution. But it is for that very reason that the volume should be studied by editors, publishers and printers. For it contains what may be called a norm of book production. Rules are of course never definite, but they are indispensable—be it only to tell you when you are breaking them. Furthermore, in cases of controversy or doubt on any point in the planning of a book from the author's manuscript they are very useful. It is natural that they should be sensible, circumspect and brought forth with enough common sense to be a real guide in case of need. All this is true of Esdaile's Manual. Especially the third chapter, devoted to "Printing and Book Building" can be recommended wholeheartedly to anyone interested in book making.

It is not the object of a manual to engage in an independent investigation of unexplored fields of learning. Its object is the presentation of safe and assured knowledge. The problem lies in the selection and elimination of material and its clear and comprehensible demonstration.

To be able to distinguish between assured knowledge and the realm of hypothesis and between necessary and superfluous details is what distinguishes a good manual-writer. It can be said that Esdaile possesses these virtues.

Mistakes are human and therefore unavoidable. What counts is whether they are intelligent or stupid and whether they affect a book in vital points or not. Esdaile's mistakes are in no way fatal and they do not affect vital points of the "Manual." Nevertheless, it seems that some of them might have been avoided. The reader of this column may decide for himself how serious they are.

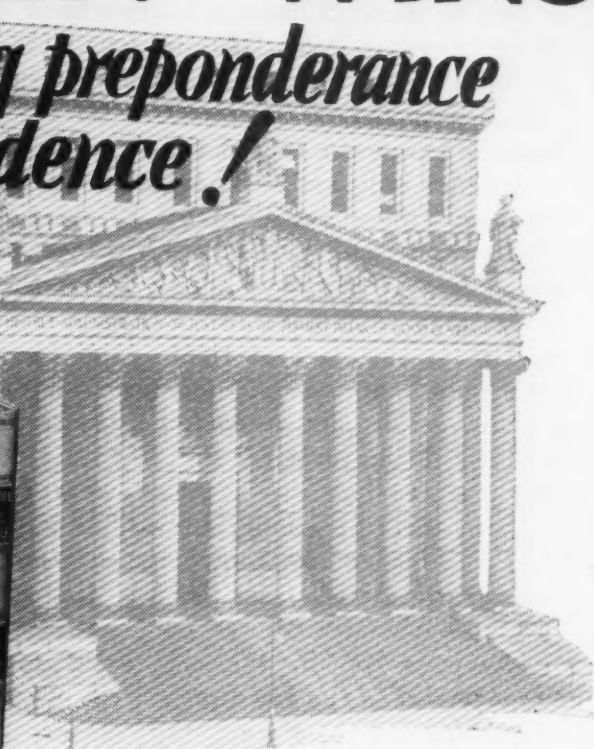
On page 33 the author describes the making of papyrus into writing material. He says that the stem of the plant "was unrolled, pressed out, cut into rectangular shapes and polished on one side only" and that "the volume was made up by pasting these pieces of papyrus together in one long strip to the length of the book." This is not true. The pith of the plant was cut into narrow strips which were placed alongside of each other with another layer of these strips glued over them rectangularly. Thus the individual sheet was gained which was joined with others into a roll.

Again on page 34 he says that "an ancient copy of Homer's Iliad would have been not in one roll but in twenty-four." Exactly the opposite is true. The original book rolls of the classic world were huge and clumsily continuous. Only Callimachus, the famous Alexandrian librarian, reedited the ancient literature and introduced the division into books corresponding to certain standard sized book rolls, which were produced upon a commercial basis. This is probably the reason, why Callimachus said: "A big book is a big evil," and not, as Esdaile claims, because he was concerned with shelf-space.

In his reference to the history of paper making and its literature he does not mention any of Dard Hunter's writings on the subject. He does say that "The study of

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the history of paper making is still in an embryonic state." One would like to know whether he includes Mr. Hunter's efforts in this verdict. Since the latter's book on 18 centuries of Paper Making was already published in 1930, there would have been a chance to include it at least in the list of books given at the end of the section.

Another omission is Thomas F. Carter's book on the Invention of Printing in China and its spreading to the west, which should not have been disregarded.

On page 72 Esdaile says: "Red printing was from the earliest times done by an independent impression." Careful investigation of Fust and Schoeffer's Psalterium of 1457 have revealed the fact that not only the red but also the blue were done in one and the same impression as the black. This, to my knowledge, has never been contradicted since it was first discovered.

On page 93, in the chapter entitled, "Landmarks in the History of Printing and Publishing: Type-Faces" the author distinguishes three forms of block books: "(1) rudimentary 'block-books,' in which the cuts are merely pasted into spaces left for them in MS. books; (2) books in which the woodcut text and figures are printed on only one side of the leaf ('anopisthographic') and in writing ink which has turned brown with age; (3) books printed on both sides of the leaf in printer's ink." There is a very conspicuous group which Esdaile does not seem to know. Schreibers Manual, quoted by him under his Book Illustration reference list, deals with it at length. It is a group of manuscripts, that is to say books with handwritten text, the cuts, however, not pasted into them, but printed on the actual pages of the manuscripts.

In his description of type-faces, page 126ff., Esdaile has made an error in the classification of Gothic types. This is notoriously dangerous ground. A. F. Johnson has dealt with the subject in a careful investigation, which Esdaile has cited on page 126. Therefore his misinterpretation of the "Fere-Humanistica" is all the more astonishing. This term is not German, as Esdaile says, the German term being "Gothico-Antiqua." Furthermore, this type family is by no means equivalent to the "lettre de somme" or cursive book hand.

There are many purely Gothic types that go under the name of "lettre de somme." The "Fere-Humanistica" is merely a cursive book hand (not as cursive as the batarde) which is transitional between Roman and Gothic. In speaking of the "Fraktura" as a local German development of Gothic the "Schwabacher" might have been dealt with as well.

Esdaile's investigation of the origin and first steps of Roman printing type is quite detailed and exacting. Therefore again it must be said that a certain omission is not easily understandable. In speaking of the influence of Venetian printers upon Roman type Esdaile begins with Jenson and goes on to Aldus. Stanley Morison has explained a considerable time ago that the De Spira brothers antedate Jenson in the use of a fine Roman of universal appeal.

In mentioning a number of eminent Continental presses Esdaile omits the Bremer Presse. I have also not found any reference to Mr. Updike's work.

In looking over this list of errata and addenda I would like to say again that their origin is not quite understandable to me. I think that they ought to have been avoided. On the other hand I do not mean to imply that the book is vitally impaired by these mistakes. It is still a good piece of work and a useful addition to the reference shelf.

BOOK DESIGNER AVAILABLE

Typographer, book designer, and practical printer of recognized ability and experience desires connection with publisher, book manufacturer, or university press, with opportunity for intelligent direction of important work. Q. A., care of Publishers' Weekly.

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"The Colophon" at Another Milestone

THE bound quarterly magazine, *The Colophon*, has completed a second year, and can look confidently forward to a renewal of the interest of its subscribers because of its many contributions to bibliography and good bookmaking. Part 8 of Volume 2 contains an index to the last four parts, and subscribers may obtain a binder which holds the four as one group.

During the two years some of the contributions that have especially appealed to students of bookmaking, its history and its present practice, have been the articles on "Colophons" by Ruth S. Grannis, "The Work of Book Illustration" by Rudolph Ruzicka and William A. Kittredge, "The California School of Printing" by Oscar Lewis, "The Golden Cockerel Press" by Richard Gibbings, "Abbey at Franklin Square" by W. A. Rogers, "Marks of Early Italian Printers" arranged by Frederic W. Goudy, "The Book Plates of Bruce Rogers" by William A. Kittredge, "The Line Engravings of Stephen Gooden" by James Laver, "The Origins of Publishers' Cloth Binding" by John Carter, this latter article being one of the contributions to the current number.

To the field of book collecting even more contributions have been made, including articles by authors themselves describing their earliest efforts and thus throwing light on the first editions of many American books. Among the articles of this type is one on the present volume called "What a Lark!" by Carolyn Wells, the story of the first publication of the little *Lark* magazine in May 1895.

The editors set a difficult task for themselves in bringing together in a single cover the product of many presses, and in each volume they have successfully achieved this. Different printers work out their own salvation in fitting the text to the broad page and to the number of pages allotted. About thirty different presses have contributed since the first volume, the largest contribution being work done by the Pynson Printers, which has been responsible for such material as has not been planned in other presses. Among the presses frequently used for the contributions have been the Marchbanks Press, the Walpole

Printing Office, Harbor Press, Lakeside Press, Southworth Press, and among the presses abroad the Golden Cockerel, Oxford University, Curwen Press.

A feature on which the editors themselves have lavished much care and thought has been the striking series of covers, each one different and each effective and interesting in form and design.

The editors responsible for giving to collectors and book lovers these eight successful issues are Elmer Adler, Burton Emmett and John T. Winterich.

Worthy Book Papers

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712 Beacon St., Boston

Full Trim: A Bias on Current Bookmaking

Evelyn Harter

spoke like a weary man. Afterwards he got more animated. In writing it down I feel with only too much keenness the inadequacy of pen and ink—and, above all, my own inadequacy—to express its quality. You read, I will suppose, attentively enough; but you cannot see the speaker's white, sincere face in the bright circle of the little lamp, nor hear the intonation of his voice. You cannot know how his expression followed the turns of his story! Most of us hearers were in shadow, for the candles in the smoking-room had not been lighted, and only the face of the Journalist and the legs of the Silent Man from the knees downward were illuminated. At first we glanced now and again at each other. After a time we ceased to do that, and looked only at the Time Traveller's face



I told some of you last Thursday of the principles of the Time Machine, and showed you the actual thing itself, incomplete in the workshop. There it is now, a little travel-worn, truly; and one of the ivory bars is cracked, and a brass rail bent; but the rest of it's sound enough. I expected to finish it on Friday; but on Friday, when the putting together was nearly done, I found that one of the nickel bars was exactly one inch too short, and this I had to get remade; so that the thing was not complete until this morning. It was at ten o'clock to-day that the first of all Time Machines began its career. I gave it a last tap, tried all the screws again, put one more drop of oil on the quartz rod, and sat myself in the saddle. I suppose a suicide who holds a pistol to his skull feels much the same wonder at what will come next as I felt then. I

Page from "The Time Machine." The text above the chapter division is in magenta

SEVERAL days ago we stopped in at a famous rare book dealer's establishment to see some incunabula on display. Our companion asked the man in charge the meaning of the red ruled lines across the type page and around the margins on one of the books. The man pondered a moment before offering: "Oh, those are to help them set the type straight."

This brilliant explanation of rubrication obviously added to make the book look more like a manuscript set us wondering about all the grades and varieties of ignor-

ance about printing, including our own. The study of typography is a path which stretches ahead in horizonless vistas to anyone who sets forth on it. Yet it seems to us that it is becoming important for the public to know a few fundamentals about bookmaking, for what with more dollar reprints and stunt books on one hand and an increasing number of limited editions on the other there is a wider variation in price range than ever before. The public ought to learn a little about book values to get its money's worth. If it pays \$2.50 for a novel it ought to be interested in getting a comely type page, a flexible, nicely textured paper, and a sturdy binding.

It is all to the interest of the trade publisher to see that the public gets good materials for his \$2.50 or \$5.00 and that he knows he is getting them. We have always approved of Mr. Knopf's descriptive colophons for this reason. There is a deal of blind genuflection before limited editions *per se*, but we would rather see honor done to books on any score than not at all, for, to quote an old line of Max Bodenheimer's, a pose may be hammered into a sincerity—and, we might add, sometimes into good taste.

Clarence Hornung showed us some proofs of a book he is doing called "Handbook of Designs and Devices." It has almost two thousand small unit designs in black and white, and will probably become a prominent swipe book. Mr. Hornung does not shudder at this possibility; he is making the book to be a tool for designers and architects and his modest desire is that they will use it wisely.

Mr. Dwiggins has done a spectacular and interesting piece of designing in "The Time Machine" (Random House). We like the title-page less than the rest of the book, for it seems to us that there is a natural tendency to read the type across the two pages with a confusing result. The decorations are exciting and the part of the text which is printed in magenta has an air of far worlds about it. The binding of black cloth spine and paper sides of red



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Come, Come Department

"Metamorphoses" (Ovid). Issued by M. Albert Skira of Lausanne, Switzerland, and distributed by the Harriman Galleries. We submit that anyone who buys a copy of this ought to blush the next time he passes an unemployed apple. There is a modest edition at \$400, but if you are a great follower of Picasso, you may want one of the \$1200 editions. For your \$400 you will get an unbound book set in New Caslon Elzevir and nicely printed by Leon Pichon. There are 30 line cuts of original etchings—no, *not* the original etchings—by Picasso. When the day comes that it sells for \$25 it will be worth the purchase price.

"Idyll in the Desert" (*Random House*). Spirit of Faulkner interpreted in marbled boards and quaint old fashioned flowers on the title-page.

New Year's Resolution for the Manufacturing Man—

By taking forethought, to re-establish the value of the word "Rush."

New Morison Book

STANLEY MORISON, responsible for so many valuable contributions to the history of types and printing, has just issued, through the Macmillan Company of New York, "Ichabod Dawks and His News Letter With an Account of the Dawks Family of Booksellers and Stationers, 1635-1731." Mr. Morison has discovered the original matrices for the script type invented for the composition of Ichabod Dawks' News Letter, which has led him to describe the typography of that period at some length.

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Complete Edition Work

Phonetic Alphabet

AT a recent meeting of the Book Clinic, Lucien Bernhard, the well-known type designer, made an impromptu speech on the future of typography and the possibility of a phonetic alphabet which will differentiate the vowel sounds. The publication of "Collected Essays and Papers of Robert Bridges" by the Oxford University Press reminds us that the first steps in this development have already been taken. These small volumes are printed in a phonetic alphabet designed by Robert Bridges. Besides the usual letters are included several new symbols. There are five symbols for the sounds of "a," three for "e," two for "i," three for "o," and three for "u." The alphabet also attempts to show where the accent falls in each word by reserving certain vowel symbols for accented positions and others for unaccented positions. The question of consonants will be treated in a forthcoming volume. Phonetic capitals are still lacking, but the way has been paved for other designers and a practical phonetic alphabet has been made more possible by the work of Robert Bridges.

Complete Book Manufacturing

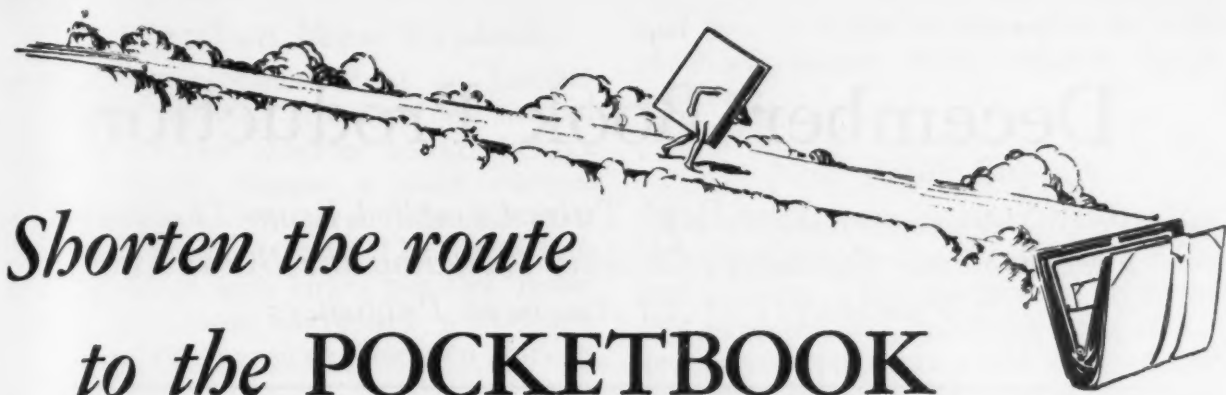
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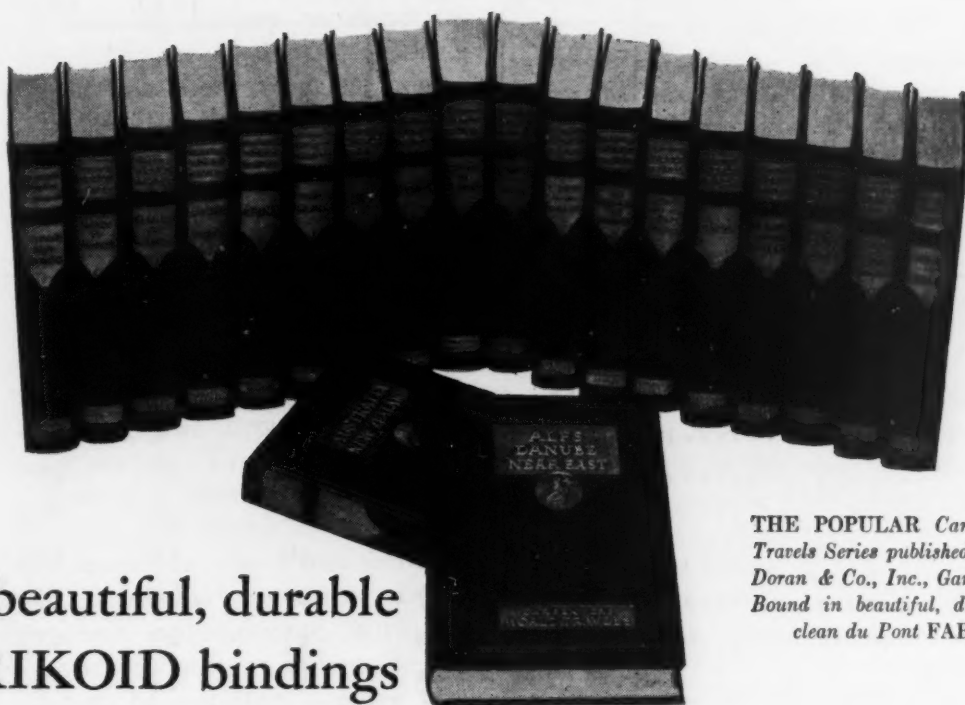
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December Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	December, 1931			Dec. 1930	12 mos. 1931	12 mos. 1930
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	15	—	15	18	296	295
Religion	57	2	59	85	786	834
Sociology, Economics	55	7	62	55	632	523
Law	21	6	27	4	126	75
Education	19	1	20	25	255	240
Philology	26	6	32	28	264	215
Science	33	13	46	55	452	462
Technical Books	20	7	27	60	354	351
Medicine	36	9	45	29	419	318
Agriculture	11	5	16	13	93	74
Domestic Economy	9	—	9	2	81	55
Business	11	—	11	30	199	210
Fine Arts	28	1	29	26	221	230
Music	3	2	5	4	80	62
Games, Sports	22	1	23	17	170	142
General Literature	42	4	46	50	494	539
Poetry, Drama	85	14	99	82	711	696
Fiction	34	23	57	49	1942	2103
Juvenile	28	19	47	134	1018	935
History	34	13	47	42	487	431
Geography, Travel	14	6	20	26	387	385
Biography, Genealogy	48	3	51	62	775	792
Miscellaneous	5	—	5	11	65	60
Totals	656	142	798	907	10307	10027

For December, 1930, the totals were:

New books	696	New editions	211	Totals	907
Decrease of	40	Decrease of	69	Decrease of	109

Totals of 12 months, 1931, show an increase of 280 over totals of 12 months for 1930.

Merrymount Press Expands

THE Merrymount Press on January 18th moves its quarters from the old location at 232 Summer Street, to 712 Beacon Street, Boston, a short distance from Governor Square and the Kenmore Station of the subway. The Press thus provides itself with larger quarters, better lighted and more convenient workrooms, and a more convenient location for its patrons.

Any move of the Merrymount Press is part of the printing history of America, as under the direction of D. B. Updike, associated as he has been from the beginning with John Bianchi, the Press has played a major role in the production of fine work in printing and most especially in book making.

Mr. Updike, after a few years at Houghton Mifflin Company in 1893 opened his own press, named after the Merrymount of old Hingham, in a building at 6 Beacon Street, and shortly after, when that building was torn down, moved round the corner to Tremont Place to occupy one floor of a dwelling house. As this building, too, was razed to make way for a modern structure, the Press went to 104 Chestnut Street, where many clients firsts made their acquaintance with its ideals and workmanship. When heavy machinery had to be installed, a move was made to 232 Summer Street, opposite the South Station, and here the Press has remained for twenty-eight years. The new quarters are three times the size of the Summer Street offices.

"Since the foundation of the Press," reports Mr. Updike, "nearly 14,000 pieces of work have been turned out, each piece planned and executed by either myself or Mr. Bianchi." Personal supervision has had a great deal to do with the success of the plant. That a fine tradition can produce good business is indicated by the fact

that even in a year of depression the work of Merrymount Press requires larger quarters.

New Paper Supply

AS the basic element in all paper making is cellulose, any vegetable product that produces it and can be freed at reasonable expense from impurities may offer a new paper supply, and a year seldom passes but what some new suggestion is made. The latest report comes from an investigation of ramie, one of the strongest vegetable fibres known. The removing of impurities from ramie, belonging to the nettle family, has been very laborious, and only a little of it is done by hand in China. Experiments in chemically purifying it have been going on for a long time.

It is now announced that the Universal Fibre Corporation of 350 Madison Avenue has perfected a method of purification without the use of sulphuric acid, and under the process a product high in alpha cellulose has been obtained. Paper makers who use some of the material report that it makes a parchment fifty to seventy-five per cent stronger than any now available. Ramie can be raised in any cotton country, 1,500 pounds to the acre compared with 150 pounds of cotton to the acre.

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE first Weekly Record of 1932 lists even fewer new books than 1931's last one, but fiction comes strongly to the fore. There are a number of new novels just out which will be good or best sellers. William McFee's "Harbourmaster," Francis Brett Young's "Mr. and Mrs. Pennington," Zane Grey's "Arizona Ames," Maristan Chapman's "Weather Tree," E. Phillips Oppenheim's "Man from Sing Sing," are all published this week, as is Robert Herrick's first novel in some years, "The End of Desire." Other novels are listed under *Rockey*, *Wilson*, *Roche*, *Stacpoole*, *Mann*, and *Bower*. The authors of mystery stories are *Seton*, *Eberhard*, *Yates*, *Thayer*, *Walling*, and *Connington*.

The first 1932 book on Russia is that of J. N. Darling, the cartoonist, who reports what he saw there in pictures as well as text, and says about his book, "If it serves to quiet some of the hysterical fears of others, as it did mine, it will have served a good purpose." Another artist has also written and illustrated a book of travel, which is an excellent suggestion to the customer looking for a steamer present. Don Herold's "Doing Europe and Vice Versa" is composed of amusing letters and pictures describing the high points and low of European travel, which strike a poignant note of recollection in some of us.

New essays of importance—"The Emotional Discovery of America" by Stuart P. Sherman and "Essay on Poetry" by John Masefield. The selections in "The An-

thology of English Prose" were chosen by Read and Dobrée for their excellence as prose rather than for their subject matter.

"Folk-Say: A Regional Miscellany," edited by Botkin is his third collection of interesting material, stories, poems and sketches of provincial America. Customers interested in this subject of our folkways will also want to look at the fourth series of Carolina folk-comedies as produced by the Carolina Playmakers and edited by Koch. There are two other collections of plays listed this week, very different in nature, "Little Plays for Little Folks" by Creighton and "Four Plays of Euripedes," translated with interpretative essays and notes by Augustus T. Murray.

A sound book for "thinking Americans" is written by Elisha E. Garrison, accountant and economist, who presents in "The Riddle of Economics" the inter-relationships of the problems of business, politics and economics, and shows how they are tied up with the question of sound money.

In "Ernest H. Wilson, Plant Hunter," Edward I. Farrington tells of Wilson's career and his adventures all over the world in search of rare plants. Gardeners, amateur and otherwise, will also want to know about the new edition of Hottes' "Book of Perennials."

In mentioning A. S. Barnes & Company's publication, "Ice Hockey," on this page two weeks ago, we said it was listed under Hallock, whereas it was really listed under Sayles, the co-author whose name appears first on the title-page.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

The Weekly Record of January 2, 1932

Atwood, Elijah Francis

The Bible and science; especially devoted to proving that evolution as a whole is unscientific and impossible. 85p. front. (por.) D '31 Sisseton, S. D., Atwood Pub. Co. \$1

Ballentine, James Arthur

The college law dictionary; abridged from Law dictionary with pronunciations. 1002p. O '31 Rochester, N. Y., Lawyers Co-op. Pub. Co. fab., \$6

Barry, J. G. H.

Impressions and opinions [biography]. 304p. D '31 N. Y., Edwin S. Gorham, 18 W. 45th St. \$2.50

Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders]

The four armourers. 304p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

Behā'u'llāh

Bahā'u'llāh's Hidden words (the glory of God); tr. by Ameen U. Fareed. 59p. T '31 c. San Diego, Jamal Eddin Gazvini, 241 B'way fab., \$1

Blatchley, Willis Stanley

My nature nook, or, Notes on the natural history of the vicinity of Dunedin, Florida. 302p. il. D '31 Ind., Nature Pub. Co. \$2

Botkin, Benjamin Albert, ed.

Folk-say; a regional miscellany, 1931. 354p. O '31 c. Norman, Okla., Univ. of Okla. Press \$3

The third annual collection of tales, sketches and poems about provincial America.

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Laughing Water. 290p. D c. Bost., Little, Brown \$2

MacDougal comes to Laughing Water, the old Allison ranch, and helps to straighten out its difficulties.

Brander, Shirley

Her pauper knight. 256p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

Brings, Lawrence M.

Prize winning orations for high school contests; v. 2. 96p. S '31 Minneapolis, Northwestern Press \$1.75; pap., \$1

Brotemarkle, Robert Archibald, ed.

Clinical psychology; studies in honor of Lightner Witmer, to commemorate the thirty-fifth anniversary of the founding of the first psychological clinic. 430p. (bibl.) front. (por.) O '31 c. Phil., Univ. of Pa. Press \$3.50

Brush, Katharine [Mrs. Hubert Charles Winans]

Night club. 298p. D (Copyright fiction) [c.'27-'29] N. Y., Burt 75 c.

Case, Shirley Jackson

Jesus through the centuries. 388p. (bibl. footnotes) D [c.'32] Chic., Univ. of Chic. Press \$3

Studies of the various conceptions of Jesus, a volume completing a series of which "The Historicity of Jesus" was published in 1912 and "Jesus: A New Biography" in 1927.

Cate, Alice E.

Henry Hudson; the romantic story of an unromantic man. 121p. D [c.'32] Bost., Badger \$1.50

Chapman, Mrs. Maristan

The weather tree. 298p. D c. N. Y., Viking \$2.50

This story of the troubled love of Thelma Lane, a mountain girl, and Lynn Clayton reflects the ever-present conflict between city ways and the vanishing life of the mountains.

Clark, John Maurice

The costs of the World War to the American people. 328p. (bibl. footnotes) diagrs. O (Economic and social hist. of World War, American ser.) '31 c. New Haven, Conn., Yale \$3.50

Connington, John Jervis, pseud. [Alfred Walter Stewart]

The sweepstake murders. 314p. D '32, c. '31, '32 Bost., Little, Brown \$2

Nine men in a syndicate hold a winning ticket in a sweepstake and four of them are killed.

Ackerman, A. J., and Isely, Dwight

The leaf hoppers attacking apple in the Ozarks. 40p. (2p. bibl.) il., diagrs. O (U. S. Dept. of Agri., technical bull. no. 263) '31 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.

Angelico, Bernice Randall

In song land; rote songs for kindergarten and primary grades. 72p. front. obl. D c. Lincoln, Neb., Univ. Pub. Co. \$1.28

Archer, Gleason L.

First essentials of law study. 112p. O '31 c. Boston, Mass., Suffolk Law School Press, 20 Derne St. pap. \$1.50

Armstrong, Edward Frankland, and Armstrong, K. F.

The glycosides. 130p. (9p. bibl.) diagrs. O (Monographs on biochemistry) '31 N. Y., Longmans \$4.25

Beattie, J. H., and Beattie, W. R.

The farm garden. 68p. (bibl. footnotes) il., maps O (U. S. Dept. of Agri., farmers' bull. no. 1673) [31] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., 10 c.

Beckwith, Martha Warren

Folklore in America; its scope and method. 76p. (10p. bibl.) O (Folklore Found. pub'n no. 11) [c.'31] Poughkeepsie, N. Y., Vassar College pap. \$1

Bond, Marjorie N., and Bond, Richmond P.

Adventures in reading, fourth series current books, 1930-1931; an outline for individual and group study. 56p. (bibl.) O (Univ. of N. C. extension bull., v. 11, no. 1) '31 c. Chapel Hill, N. C., Univ. of N. C. Press pap. 50 c.

Braun, Wilbur

Don't count your chickens; a captivating comedy for the fairer sex. 111p. diagr. D (French's internat'l copyrighted ed., no. 705) c. '31 N. Y., S. French pap. 30 c.

Checklists of twentieth century authors; 1st ser.;

H. E. Bates, Rhys Davies, Liam O'Flaherty, Siegfried Sassoon, William Faulkner, Ernest Hemingway [lim. ed.]. 16p. S '31 c. Milwaukee, Casanova B'ksellers, 2611 N. Downer Ave. pap. 50 c.

Cooper, John Montgomery

Children's institutions; a study of programs and policies in Catholic children's institutions in the United States. 724p. (11p. bibl.) diagr. O '31 Phil., Dolphin Press, 1722 Arch St. \$5

Copland, D. B.

An economic survey of Australia. 281p. diagrs. (Annals, v. 158) '31 Phil., American Acad. of Political and Social Science \$2.50; pap., \$2

Creighton, Beatrice

Little plays for little folks. 91p. il. D [c.'31] Phil., Penn \$1.50

Seven simple*plays for young children.

Darling, Jay N.

Ding goes to Russia [il. by the author]. 204p. il., map O c. N. Y., Whittlesey House, McGraw-Hill \$2.50

An American cartoonist tells, in text and pictures, what he saw in Soviet Russia.

Dumba, Constantin

Memoirs of a diplomat; tr. by Ian F. D. Morrow. 354p. il. O '32, c. '31, '32 Bost., Little, Brown \$4

The reminiscences of a diplomat of the old Austro-Hungarian Empire who was ambassador to the United States from 1913 to 1915.

Eberhard, Frederick George

Super-gangster. 260p. D [c.'32] N. Y., Macaulay \$2

The story of a maniacal king of the underworld who has a fortress of terror on the Hudson.

Euripides

Four plays of Euripides: Alcestis, Medea, Hippolytus, and Iphigeneia among the Taurians; tr. by Augustus Taber Murray. 489p. (2p. bibl.) D '31 c. Stanford Univ., Cal., Stanford Univ. Press \$3.50

With interpretative essays and notes.

Farrington, Edward Irving

Ernest H. Wilson, plant hunter; with a list of his most important introductions and where to get them. 218p. (7p. bibl.) il. O [c.'31] Bost., Stratford \$2.50

A sketch of the personality and career of the famous horticulturist who died recently.

Fleischer, Nathaniel

Gene Tunney, the enigma of the ring. 134p. il. O (Ring athletic lib., b'k no. 6) [c.'31] [N. Y., Ring Pub. Co., 11 W. 42nd St.] \$1

A sketch of Gene Tunney's early life and a full account of his boxing career.

Fletcher, Bruz

Beginning with laughter. 269p. D [c.'32] N. Y., King \$2

A novel of modern Manhattan about Judy Arden, night club singer, Peter, a composer who loved her, and Gerald, a millionaire.

Frasca, Charles B.

Stock swindlers and their methods. 220p. front. (por.) D [c.'31] N. Y., Author, 25 W. 45th St. \$2

Gardner, Caroline

Clever country; Kentucky mountain trails. 159p. il. D [c.'31] N. Y., Revell \$1.50

A story of experiences in the Kentucky mountains, telling of the work of the Frontier Nursing Service.

Gardner, Percy

The interpretation of religious experience. 231p. D [n. d.] Nashville, Tenn., Cokesbury \$2

An exposition of the essential features of religion by a British religious scholar.

Garesche, E. F.

Moments with God. 207p. T '31 Milwaukee, Bruce Pub. Co. fab., \$2; lea., \$3, \$3.50, bxd.

Garrison, Elisha Ely

The riddle of economics. 339p. D c. N. Y., Macmillan \$2.50

An explanation of the factors in economic instability.

Ghirardi, Alfred A.

Radio physics course; 2nd ed., rev. and enl. 992p. il., diagrs. O '31 N. Y., Radio Technical Pub. Co., 22 W. 21st St. \$3.50

Gomez, J. comp.

Salvá-Webster; English-Spanish and Spanish-English dictionary; new and rev. ed. 389p. maps (col.) T [c.'31] Chic., Laidlaw Bros. \$1

Grey, Zane

Arizona Ames. 301p. D '32, c. '29-'32 N. Y., Harper \$2

An exciting story of the modern West.

Guide to paths in the Blue Ridge. 305p. (4p. bibl.) il., maps, diagrs. S '31 c. Wash., D. C., Potomac Appalachian Trail Club

flex. fab., \$2.50

Measured distances and detailed directions for 506 miles of the Appalachian Trail and 65 miles of side trails in Virginia and adjacent states, with five special articles on the geology, flowers and trees of the region, and on the emergencies of hiking.

Cooper, John W., and others

A textbook of pharmacognosy (pt. 1—Practical). 308p. (bibl.) il., diagrs. O '31 N. Y., Pitman \$3

Credit manual of commercial laws (The); with diary, 1932. 446p. O [c.'31] N. Y., Nat'l Ass'n of Credit Men \$4

Croudace, Lenore

Poems of destiny. 68p. S c. '31 San Francisco, Norton Pr. Co., 1863 Vallejo St. pap. 50 c.

Division of Statistics and Information

Course of factory employment in New York State from 1921 to 1930. 177p. diagrs. O (Special bull. no.

171) [31] Albany, N. Y., State Dept. of Labor pap. apply

Frick, Flora M.

Stunts for winter. 100p. S (Sergel's acting drama) [c.'31] Chic., Dramatic Pub. Co. pap. 50 c.

Howard, Mrs. Henry, comp.

The seamen's handbook for shore leave; 4th ed. 377p. nar. T '31 c. N. Y., Amer. Merchant Marine Lib. Ass'n 50 c.

[Hughes, John E., and Clare, Richard M., ed.]

Oswet; a record of the college year. 72p. il. D '31 San Bernardino, Cal., Associated Students, San Bernardino Valley Union Junior College \$1

- Haeberle, Arminius T.**
Old pewter. 128p. il. Q [c. '31] Bost., Badger \$5
The story of old pewter, illustrated with photographic reproductions.
- Harrison, Norvell**
The chamber in the heart [religion]. 86p. D [c. '31] N. Y., Lucis Pub. Co. \$1
- Henry, William S.**
Out of wedlock [fiction]. 220p. D [c. '31] Bost., Badger \$2
- Herold, Don**
Doing Europe—and vice versa; il. by the author. 197p. O '32, c. '31, '32 Bost., Little, Brown \$1.50
A humorous guide book to Europe in which the author relates some of his travel experiences and the impressions he obtained.
- Herrick, Robert**
The end of desire. 371p. D [c. '32] N. Y., Farrar & Rinehart \$2.50
A novel dealing with the problems of love and passion of modern, highly educated American men and women.
- Hilscher, Solomon S., D.D.**
Beyond gates of gold. 192p. D [c. '32] N. Y., Revell \$1.50
An attempt to visualize the life after death.
- Holden, John Allan, comp.**
Private book collectors in the United States and Canada, with mention of their hobbies; with an epistle by a collector, Edward L. Stone; rev. ed. 314p. O '31 c. N. Y., R. R. Bowker Co. bds., \$15
- Hottes, Alfred Carl**
The book of perennials [4th rev. ed.] 280p. (bibl. notes) il., map, diagrs. D '31, c. '23-'31 N. Y., A. T. De La Mare \$1.50
- Karpinski, Louis Charles**
Bibliography of the printed maps of Michigan, 1804-1880; with a series of over one hundred reproductions of maps constituting an historical atlas of the Great Lakes and Michigan; lim. ed. 539p. O '31 Lansing, Mich., Mich. State Historical Soc. \$6, to members
- Kaser, Arthur LeRoy**
Character impersonations; a collection of eleven comedy monologues. 80p. S '31 Minneapolis, Northwestern Press pap., 75 c.
Top-liner acts for amateurs. 86p. S '31 Minneapolis, Northwestern Press pap., 75 c.
- Koch, Frederick Henry, ed.**
Carolina folk comedies. 342p. (13p. bibl.) il. D ("Carolina folk-plays," 4th ser.) '31 c. N. Y., S. French \$2.50
Plays that have been produced by the little theatre, The Carolina Playmakers, at Chapel Hill, North Carolina.
- Levy, Benn W.**
Art and Mrs. Bottle, and, Mrs. Moonlight. 230p. D '31, c. '29, '31 N. Y., S. French \$2.50
Two plays.
- Lincoln, Natalie Sumner**
Marked "cancelled." 284p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.
- McCann, Ernest Armitage**
Ship model making; v. 2, How to make a model of the American clipper ship, Sovereign of the Seas [rev. ed.]. 173p. il. (col. front.), map, diagrs. O '31, c. '26 N. Y., N. W. Henley Pub. Co. \$2.50
- Macdonald, Dora Mary**
Carnival capers for schools. 86p. D '31 Minneapolis, Northwestern Press pap., \$1
Novelty stunts. 128p. S '31 Minneapolis, Northwestern Press pap., 75 c.
Purpose plays for high school assemblies. 156p. S '31 Minneapolis, Northwestern Press pap., \$1
- McDonald, Milo F. [comp.]**
Brief readings in philosophy. 372p. (bibl.), il. O '31 Brooklyn, N. Y., Standard Text Press, 186 Joralemon St. \$3.75
- McFee, William**
The harbourmaster; a novel. 439p. D '32, c. '31 Garden City, N. Y., Doubleday, Doran \$2.50
Mr. Spenlove, Chief Engineer, tells the story of Captain Fraley and the woman who came to him like a goddess out of the Aegean Sea.
- Mann, E. B.**
The blue-eyed kid. 306p. D c. N. Y., Morrow \$2
A western story laid in Tombstone, Arizona, in 1879.
- Masefield, John**
Poetry. 38p. D c. N. Y., Macmillan \$1
The Poet Laureate of England discusses the masterpieces of four great poets, Shakespeare, Dante, Aeschylus and Homer.
- Jeffreys, Harold**
Cartesian tensors. 98p. O '31 [N. Y., Macmillan] \$1.75
- Kavanaugh, Katharine**
Three Christmas wishes. 21p. S [c. '31] Chic., Dramatic Pub. Co. pap. 35 c.
- Kerry, F. F.**
The silver swan; a play in one act. 16p. S [c. '31] Chic., Dramatic Pub. Co. pap. 35c.
- Klahre, Alfred C.**
Chess potpourri. 55p. (10p. bibl.) il., diagrs. O '31 c. B'klyn, N. Y., Author, 922 Albemarle Rd. \$1.50
- Leckie, R. B., and Hotchkiss, C. H. B.**
Tests of gas home-heating equipment. 166p. il., diagrs. O (Engineering Exp. Sta., research ser. no. 36) '31 Lafayette, Ind., Purdue Univ. pap. \$1
- Lindstrom, J. W.**
Summer cottages, log cabins and garages. 64p. il. (pt. col.), diagrs. Q c. '31 Minneapolis, Author, 824 Andrus Bldg. pap. \$1
- Lloyd, Gladys**
The Christmas book; a collection of songs drills and short plays for Christmas entertainments. 107p. diagrs. S [c. '31] Chic., Dramatic Pub. Co. pap. 50 c.
- McLaughlin, Sister Mary Aquinas**
The genesis and constancy of ascendance and submission as personality traits. 95p. (7p. bibl.) O (Studies in educ., v. 6, no. 5) '31 Iowa City, Ia., Univ. of Ia. pap. \$1
- Marsden, Roger D.**
Economical use of large tile for land drainage. 24p. (bibl. footnotes) diagrs. O (U. S. Dept. of Agri., technical bull. no. 269) '31 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Morley, Christopher Darlington

Blythe Mountain, Vermont [lim. ed.]. 26p. front. Q [32] Brattleboro, Vt., Stephen Daye Press buck., \$2.50

An account of the Morley family's New England vacation which first appeared in *The Saturday Review of Literature*.

Notes on Bermuda. 32p. S '31 c. N. Y., Henry, Longwell & Another, 244 Madison Ave. bds., \$1

Originally published in three issues of *The Saturday Review of Literature*.

Mulford, Clarence Edward

Hopalong Cassidy and the eagle's brood. 320p. D (Copyright fiction) [c. '30, '31] N. Y., Burt 75 c.

Oppenheim, Edward Phillips

The man from Sing Sing. 306p. D '32, c. '31, '32 Bost., Little, Brown \$2

After Reuben Argels betrayed his partner with a lie, sending him to Sing Sing for fifteen years, his punishment began, as slowly and steadily Moran Chambers' vengeance and court-room smile followed him.

Poe, Clarence

Farm life; problems and opportunities. 36p. (bibls.) S (Reading with a purpose, no. 62) c. Chic., Amer. Lib. Ass'n 50 c.; pap., 35 c.

Powell, Dawn

Dance night. 298p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

Ramsay, Joseph McCray, comp.

The *Expositor's* ministers annual, 1932. 640p. O [c. '31] N. Y., Revell \$2.50

Containing 315 original sermons arranged for the Sundays of the year, with suggestions for services.

Read, Herbert Edward, and Dobrée, Bonamy, eds.

The anthology of English prose. 703p. D '31 N. Y., Viking \$3

A compilation of typical examples of good narrative, scientific and emotive prose-writing which have been selected not merely for their beauty or subject but because the words and sentences properly fulfil the function that the author demanded of them.

Reeve, Arthur Benjamin

The golden age of crime. 272p. il., diags. D '31 c. N. Y., Mohawk Press \$2.50

Facts and figures about gangster activities in America.

Reigner, Charles Gottshall

New dictation course in business literature. 308p. il. D '31 Balt., H. M. Rowe Co., 624 N. Gilmor St. \$1.40

Robbins, Wilfred William

The botany of crop plants; 3rd ed. rev. 649p. (bibls.) il. O [c. '31] Phil., Blakiston's \$4

Roche, Arthur Somers

The wrong wife. 302p. D [c. '31, '32] N. Y., Sears \$2

A society mystery-romance of today laid in New York and the Maine woods.

Rockey, Howard [Ronald Bryce, Oliver Panbourn, pseud.]

The other woman's way. 308p. D [c. '32] N. Y., Macaulay \$2

The New York advertising world is the background for this story of a woman who tried to win back her husband's love by adopting the tactics of the "other woman."

Rosseter-Willard, Alice

"Our own lady"; a sketch. 171p. il. O '31 c. Chic. [Author, 2141 Sedgwick St.] \$2; \$5

A biographical sketch of Mrs. Bertha Baur, a well-known Chicago woman who has been active in Republican politics.

Ruby, James Craig

Coaching basketball; a textbook [formerly How to coach and play basketball]. 317p. (bibl.) il., diags. O c. '31 Urbana, Ill., Author, c/o Univ. of Ill. \$4

Salls, Helen Harriet

Pensive citadels [verse]. 42p. D (Verse-craft ser.) [c. '31] Emory Univ., Ga., Banner Press bds., \$1.50

Schwartz, Heinrich

David Octavus Hill [art]. 158p. il. Q '31 N. Y., Viking buck., \$7.50, bxd.

Secretary (The), pseud.

Righteous indignation; the mystery of truth. 204p. D '31 c. N. Y., Cosmopolitan Press, 39 E. 28th St. \$2

In which God comes down from heaven to hold court to judge the present trend of human ways.

Seeman, William

Down Goose Creek. 200p. il. O [c. '31] N. Y., Revell \$2.50

The log of a ten-year-old boy who explored a North Carolina river from its source to its mouth.

Moler, Arthur B.

The barbers' manual [rev. ed.]. 210p. il., diags. O [c. '11] [Chic., Author, 512 N. State St.] fab. \$5

Moore, Elizabeth Skelding

The development of mental health in a group of young children; an analysis of factors in purposeful activity. 128p. (4p. bibl.) il. O (Studies in child welfare, v. 4, no. 6) '31 Iowa City, Ia., Univ. of Ia. \$1.50; pap., \$1.15

Neff, Elizabeth H.

A dish of China tea; a one act play. 23p. S [c. '31] Chic., Dramatic Pub. Co. pap. 35 c.

Nelson, Howard C.

Checking rules for mechanical drawing. 32p. diags. O [c. '31] Peoria, Ill., Manual Arts Press pap. 36 c.

Noble, Emily Harris

Status and professional preparation of recreation center executives and workers in California, 1929; a report. 66p. Q (Univ. of Cal pub'ns in educ., v. 6, no. 4) '31 Berkeley, Cal., Univ. of Cal. Press pap. \$1.15

Quaintance, A. L., and others

Lubricating-oil sprays for use on dormant fruit trees. 20p. il. O (Farmers' bull. no. 1676) [31] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Rader, Melvin M.

Presiding ideas in Wordsworth's poetry. 94p. (6p. bibl.) O (Univ. of Wash. pub'ns in lang. and lit., v. 8, no. 2) '31 Seattle, Univ. of Wash. Press pap. 75 c.

Reeder, Charles Wells, and Beck, Edwin Long

The freshman manual; 5th ed. 96p. il., diags. D '31 Columbus, O., Ohio State Univ. pap. apply

Ritchey, Belle McDiarmid

Never ain't; a one act play for ten men and ten women. 24p. diag. S [c. '31] Chic., Dramatic Pub. Co. pap. 35 c.

Robertson, James Alexander

The Far East, with special reference to China, its culture, civilization and history; an outline for individual and group study. 87p. (bibls.) O (Univ. of N. C. extension bull., v. 11, no. 2) '31 c. Chapel Hill, N. C., Univ. of N. C. Press pap. 50 c.

Seton, Graham, pseud. [Graham Seton Hutchinson]

Colonel Grant's to-morrow. 306p. D [c.'32] N. Y., Farrar & Rinehart \$2

Colonel Grant, hero of "The W Plan," has further adventures in Africa when through strange circumstances he becomes the head of a tribe of Arabs.

Shakespeare, William

Venus and Adonis; il. by Rockwell Kent; lim. signed, numbered ed. 82p. il. (pt. col.) Q '31 Rochester, N. Y., Printing House of Leo Hart, 150 St. Paul St.

half lea., \$15; lea., \$75, bxd.

Shaw, Charles B.

A list of books for college libraries; 2nd preliminary ed. 822p. Q '31 Chic., Amer. Lib. Ass'n \$3.50

Approximately 14,000 titles, arranged under subject headings, with a complete index. The titles were selected on the recommendation of 200 college teachers, librarians, and other advisers as a basic list for college libraries.

Sherman, Stuart Pratt

The emotional discovery of America, and other essays. 286p. O [c.'09-'32] N. Y., Farrar & Rinehart \$2.50

A collection of posthumous essays on literary matters and others.

Stacpoole, Henry de Vere

The lost caravan. 320p. D [c.'32] N. Y., Sears \$2

A romance of the road in which a young man and girl wander together through the Balkans, are separated, and meet again in the Sahara Desert.

Steiner, Rudolf

Anthroposophy; an introduction; tr. by V. C. B. 248p. D '31 N. Y., Anthroposophic Press \$2.50

Sterrett, Frances Roberta

Sophie. 308p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

Stuff, Harry Spencer, comp.

The story of the Olympic games, with official records. 64p. (bibl.) il. D c.'31 Los Angeles, Times-Mirror Press bds., 50 c.

Sudbury, Robert Conklin, and Sudbury, Myrtle McClean

Going right [prohibition]. 140p. D [c.'31] Louisville, Ky., Pentecostal Pub. Co. \$1.50

Sutherland, Edwin H., and Sellin, Thorsten, eds.

Prisons of tomorrow. 262p. diagr. (Annals, v. 157) '31 Phil., American Acad. of Political and Social Science \$2.50; pap., \$2

Talbot, Theodore

The journals of Theodore Talbot, 1843 and 1849-52; with the Fremont expedition of 1843 and with the first military company in Oregon territory, 1849-1852; ed. by Charles H. Carey. 153p. Q '31 Portland, Ore., Metropolitan Press \$3.50

Teilhet, Darwin L.

Death flies high. 290p. diagrs. D [c.'31] N. Y., Morrow \$2

A terrific storm over the Atlantic adds to the peril of a passenger dirigible with a murderer at large on it.

Thayer, Lee [Mrs. Emma Redington Lee Thayer]

The glass knife. 320p. D [c.'32] N. Y., Sears \$2

Peter Clancy solves the mystery surrounding the murder of Mrs. Armitage who was stabbed with a glass knife.

Thomas, Augustus

Colonel George of Mount Vernon; a play in four acts. 183p. front. (por.), diagrs. D [c.'31] N. Y., S. French pap., 75 c.

Thompson, James Douglas, and Thompson, Mrs. James Douglas

Eating your way to health cook book. 104p. D [c.'31] Oakland, Cal., Thompson Health Pub'ns, Thompson Bldg. \$2

Turner, Nancy Byrd

In the days of young Washington; school ed. 242p. il. D [c.'31] Bost., Houghton 92 c.

Utterback, William

The second triangle; story of specially created man mating with the evolved human form. 98p. D [c.'31] Bost., Badger \$2

Waldo, Mrs. Edna La Moore

Yet she follows; the story of Betty Freeman Dearborn; lim. numbered, signed ed. 227p. il. D [c.'31] Bismarck, N. D., Capital Pub. Co. buck. \$3

Sinai, Nathan

A survey of the medical facilities of San Joaquin County, Calif., 1929; statistical analysis and presentation by Maurice Leven, and others. 224p. maps O [c.'31] Chic., Univ. of Chic. Press pap. \$1

Spaeth, Sigmund

"Sing a song of contract"; the bidding and playing fundamentals of contract bridge (regardless of systems) in thirty-one verses. 16p. il. O [c.'31] N. Y., Carl Fisher pap. apply

Stauber, B. R.

The farm real estate situation, 1930-31. 68p. (bibl.) maps, diagrs. O (U. S. Dept. of Agri., circular no. 209) '31 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 15 c.

Stewart, Sir James Purves, M.D.

The diagnosis of nervous diseases; 7th ed., rev. 738p. (bibl. footnotes) il., diagrs. (pt. col.) O '31 St. Louis, C. V. Mosby \$11

Text of the Draft Convention for the Disarmament Conference. 53p. (bibl.) D (Internat'l conciliation,

no. 275) '31 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Webstein, Dr. Kno-all, pseud

Webstein's stendink dictionera, vitout bridges; burlesking (Webster's standard dictionary, unabridged). 106p. front. S [c.'31] N. Y., S. French pap. 50 c.

Wilcox, R. H., and others

Management factors that influence farm profits in southwest Illinois; a study based on records from more than a hundred farms in the wheat and dairy area neighboring St. Louis. 52p. il., map, diagrs. O (Agri. Exp. Sta., bull. 374) ['31] [Urbana, Ill., Univ. of Ill.] pap. apply

Willoughby, George A.

Automotive electricity, simplified [rev. ed.]. 128p. il., diagrs. D [c.'25, '31] Peoria, Ill., Manual Arts Press pap. \$1

[Working, Holbrook, and others]

Cycles in wheat prices. 66p. diagrs. Q (Wheat studies, v. 8, no. 1) '31 c. Stanford Univ., Cal. Food Research Inst. pap. \$1.50

Wallace, Edgar

The Ringer returns. 315p. D (Copyright fiction) [c. '28-'31] N. Y., Burt 75 c.

Walling, Robert Alfred John

The fatal five minutes. 296p. D c. N. Y., Morrow \$2

Between 6:40 and 6:45 Wellington Burnet, wealthy insurance man, was killed—who among the large house party at Midwood was the murderer?

Weigall, T. H.

Boom in paradise. 255p. il. O [c. '32] N. Y., King \$2.50

A narrative of bizarre adventure in Florida during its boom days.

Whicher, George Meason

Vergiliana [biography]. 152p. D '31 Amherst, Mass., The Bookmart \$1.35

Wilson, Mary Badger

Separate star. 299p. D [c. '32] Phil., Penn \$2

Eve Hart thought she wanted a life that was "different" but she found herself hesitating between marrying Jerry Martin who would be poor with a career of medical research or his older brother who had money.

Winthrop papers (The); v. 2. 367p. il., maps O '31 Bost., Mass. Historical Soc. bds., \$6

Wisconsin rural plays; prize-winning rural plays in the original play writing contests conducted by the Wisconsin Dramatic Guild. 131p. S [c. '31] Chic., Dramatic Pub. Co. pap., 75 c.

Woodward, Ernest Llewellyn

War and peace in Europe, 1815-1870; and other essays. 298p. (bibl. footnotes) O '31 N. Y., Long & Smith \$4

Three historical essays which are based on lectures given by the author at Oxford University.

Yates, Dornford, pseud. [Cecil William Mercer]

Safe custody. 281p. D c. N. Y., Minton, Balch \$2

The heirs of the wealthy old recluse, Nicholas Ferrers, try to take possession of Hohenems Castle in Carinthia and find the treasure it holds.

Young, Francis Brett

Mr. and Mrs. Pennington. 546p. O '31 c. N. Y., Harper \$2.50

The story of a romantic young English girl, Susan Lorimer, who continues her foolish dreams after marriage, but whose illusions are violently shattered by the realities of life.

Title Index to The Weekly Record

Does not include the material listed in smaller type

- Anthology of English prose, The. Read, H. E. \$3 Viking
 Anthroposophy. Steiner, R. \$2.50 Anthroposophic Press
 Arizona Ames. Grey, Z. \$2 Harper
 Art and Mrs. Bottle: Mrs. Moonlight. Levy, B. W. \$2.50 S. French
 Baha'u'llah's Hidden words. Beha'u'llah. \$1 J. E. Gazvini
 Beginning with laughter. Fletcher, B. \$2 King
 Beyond gates of gold. Hilscher, S. S. \$1.50 Revell
 Bible and science, The. Atwood, E. F. \$1 Atwood Pub. Co.
 Bibliography of the printed maps of Michigan, 1804-1880. Karpinski, L. C. \$6 Mich. State Historical Soc.
 Blue-eyed kid, The. Mann, E. B. \$2 Morrow
 Blythe Mountain, Vermont. Morley, C. D. \$2.50 Stephen Daye Press
 Book of perennials, The. Hottes, A. C. \$1.50 A. T. De La Mare
 Boom in paradise. Weigall, T. H. \$2.50 King
 Botany of crop plants, The. Robbins, W. W. \$4 Blakiston's
 Brief readings in philosophy. McDonald, M. F. \$3.75 Standard Text Press
 Carnival capers for schools. Macdonald, D. M. \$1 Northwestern Press
 Carolina folk comedies. Koch, F. H. \$2.50 S. French
 Chamber in the heart, The. Harrison, N. \$1 Lucis Pub. Co.
 Character impersonations. Kaser, A. L. 75 c. Northwestern Press
 Children's institutions. Cooper, J. M. \$5 Dolphin Press
 Clever country. Gardner, C. \$1.50 Revell
 Clinical psychology. Brotemarkle, R. A. \$3.50 Univ. of Pa. Press
 Coaching basketball. \$4 J. C. Ruby
 College law dictionary, The. Ballentine, J. A. \$6 Lawyers Coop. Pub. Co.
 Colonel George of Mount Vernon. Thomas, A. 75 c. S. French
 Colonel Grant's to-morrow. Seton, G. \$2 Farrar & Rinehart
 Costs of the World War to the American people, The. Clark, J. M. \$3.50 Yale
 Dance night. Powell, D. 75 c. Burt
 Death flies high. Teilhet, D. L. \$2 Morrow
 Ding goes to Russia. Darling, J. N. \$2.50 Whittlesey House, McGraw-Hill
 Doing Europe—and vice versa. Herold, D. \$1.50 Little, Brown
 Down Goose Creek. Seeman, W. \$2.50 Revell
 Eating your way to health cook book. Thompson, J. D. \$2 Thompson Health Pub'n's
 Economic survey of Australia, An. Copland, D. B. \$2.50; \$2 Amer. Acad. of Political and Soc. Science
 Emotional discovery of America, The. Sherman, S. P. \$2.50 Farrar & Rinehart
 End of desire, The. Herrick, R. \$2.50 Farrar & Rinehart
 Expositor's ministers annual, 1932, The. Ramsay, J. M. \$2.50 Revell

- Farm life. Poe, C. 50 c.; 35 c.
Amer. Lib. Ass'n
- Fatal five minutes, The. Walling, R. \$2
Morrow
- Folk-say. Botkin, B. A. \$3
Univ. of Okla. Press
- Four armourers, The. Beeding, F. 75 c.
Burt
- Four plays of Euripides. \$3.50
Stanford Univ. Press
- Glass knife, The. Thayer, L. \$2
Sears
- Going right. Sudbury, R. C. \$1.50
Pentecostal Pub. Co.
- Golden age of crime, The. Reeve, A. B. \$2.50
Mohawk Press
- Guide to paths in the Blue Ridge. \$2.50
Potomac Appalachian Trail Club
- Harbourmaster, The. McFee, W. \$2.50
Doubleday, Doran
- Her pauper knight. Brander, S. 75 c. *Burt*
- Hill (David Octavus). Schwartz, H. \$7.50
Viking
- Hopalong Cassidy and the eagle's brood. Mulford, C. E. 75 c. *Burt*
- Hudson (Henry). Cate, A. E. \$1.50 *Badger*
- Impressions and opinions. Barry, J. \$2.50
Edwin S. Gorham
- In the days of young Washington. Turner, N. B. 92 c. *Houghton*
- Interpretation of religious experience, The. Gardner, P. \$2
Cokesbury
- Jesus through the centuries. Case, S. J. \$3
Univ. of Chic. Press
- Journals of Theodore Talbot, The. Talbot T. \$3.50
Metropolitan Press
- Laughing Water. Bower, B. M. \$2
Little, Brown
- List of books for college libraries, A. Shaw, C. B. \$3.50
Amer. Lib. Ass'n
- Little plays for little folks. Creighton, B. \$1.50
Penn
- Lost caravan, The. Stacpoole, H. \$2
Sears
- Man from Sing Sing, The. Oppenheim, E. P. \$2
Little, Brown
- Marked "cancelled." Lincoln, N. S. 75 c. *Burt*
- Memoirs of a diplomat. Dumba, C. \$4
Little, Brown
- Mr. and Mrs. Pennington. Young, F. B. \$2.50
Harper
- Moments with God. Garesche, E. F. \$2; \$3; \$3.50
Bruce Pub. Co.
- My nature nook. Blatchley, W. S. \$2
Nature Pub. Co.
- New dictation course in business literature. Reigner, C. G. \$1.40
H. M. Rowe Co.
- Night club. Brush, K. 75 c. *Burt*
- Notes on Bermuda. Morley, C. D. \$1
Henry, Longwell & Another
- Novelty stunts. Macdonald, D. M. 75 c.
Northwestern Press
- Old pewter. Haeberle, A. T. \$5
Badger
- Other woman's way, The. Rockey, H. \$2
Macaulay
- "Our own lady." \$2; \$5 A. Rosseter-Willard
- Out of wedlock. Henry, W. S. \$2 *Badger*
- Pensive citadels. Salls, H. H. \$1.50
Banner Press
- Poetry. Masefield, J. \$1
Macmillan
- Prisons of tomorrow. Sutherland, E. H. \$2.50;
\$2 *Amer. Acad. of Political and Soc. Science*
- Private book collectors in the United States and Canada. Holden, J. A. \$15
R. R. Bowker Co.
- Prize winning orations for high school contests, v. 2. Brings, L. M. \$1.75; \$1
Northwestern Press
- Purpose plays for high school assemblies. Macdonald, D. M. \$1
Northwestern Press
- Radio physics course. Ghirardi, A. A. \$3.50
Radio Technical Pub. Co.
- Riddle of economics, The. Garrison, E. E. \$2.50
Macmillan
- Righteous indignation. Secretary, The. \$2
Cosmopolitan Press
- Ringer returns, The. Wallace, E. 75 c. *Burt*
- Safe custody. Yates, D. \$2
Minton, Balch
- Salva-Webster; English-Spanish and Spanish-English dictionary. Gomez, J. \$1
Laidlaw Bros.
- Second triangle, The. Utterback, W. \$2
Badger
- Separate star. Wilson, M. B. \$2
Penn
- Ship model making, v. 2. McCann, E. A. \$2.50
N. W. Henley Pub. Co.
- Sophie. Sterrett, F. R. 75 c. *Burt*
- Stock swindlers and their methods. \$2
C. B. Frasca
- Story of the Olympic games, The. Stuff, H. S. 50 c. *Times-Mirror Press*
- Super-gangster. Eberhard, F. G. \$2
Macaulay
- Sweepstake murders, The. Conington, J. J. \$2
Little, Brown
- Top-liner acts for amateurs. Kaser, A. L. 75 c. *Northwestern Press*
- Tunney (Gene). Fleischer, N. \$1
Ring Pub. Co.
- Venus and Adonis. Shakespeare, W. \$15;
\$75
Printing House of Leo Hart
- Vergiliana. Whicher, G. M. \$1.35
The Bookmart
- War and peace in Europe, 1815-1870. Woodward, E. L. \$4
Long & Smith
- Weather tree, The. Chapman, W. \$2.50
Viking
- Wilson (Ernest H.), plant hunter. Farrington, E. I. \$2.50
Stratford
- Winthrop papers (The), v. 2. \$6
Mass. Historical Soc.
- Wisconsin rural plays. 75 c.
Dramatic Pub. Co.
- Wrong wife, The. Roche, A. S. \$2
Sears
- Yet she follows. Waldo, E. \$3
Capital Pub. Co.

Old and Rare Books

Frederick M. Hopkins

THE first sale of the new year of the American Art Association Anderson Galleries, Inc., will be held on January 12 when the autograph collection of W. Stiles Hutchins of New Canaan, Conn., and the library of Clyde C. Rickes of Laporte, Ind., with additions, will be dispersed. The autographs include a complete collection of the presidents from Washington to Taft, and a nearly complete collection of the cabinet members from Washington to Roosevelt. A series of letters signed by Zachary Taylor, 32 of which are autograph letters, cover the period of his active service from February 2, 1813, to August 26, 1847, and are of biographical and historical interest. The Rickes collection contains some very rare Americana, including Byfield's "An Account of the Late Revolution in New England," London, 1689; first editions of James Fenimore Cooper's novels; a topographical description of the State of Ohio, Indiana Territory, and Louisiana, by Jervase Cutler, Boston, 1812, containing the first engraved view of Cincinnati. An extremely rare Indian history, John Mason's "A Brief History of the Pequot War," Boston, 1736, is one of the most interesting and valuable books on Indian wars. Other rare books include "A General History of Connecticut," by Samuel A. Peters, London, 1781; Wakefield's "History of the War between the United States and the Sac and Fox Nations of Indians," Jacksonville, Ill., 1834, an extremely rare work not mentioned by Field; and a copy of "The Complete Surveyor" by William Leybourn, London, 1769, a book from the library of George Washington with the autograph of William Fairfax on the fly-leaf and title-page. A fine group of American first editions include "Poems," by

William Cullen Bryant, published in 1821; Emerson's "Nature," 1836, a presentation copy from Wendell Phillips; first editions of Nathaniel Hawthorne; Holmes's "Urania," 1846, a presentation copy to his friend Albert G. Greene; first editions of Melville; first editions of Thoreau, including "A Week on the Concord and Merrimack Rivers," 1849, and "Walden," 1854; first editions of Whittier, among them "Mogg Megone," 1836, and the privately printed, "At Sundown," 1890. This sale contains interesting material for collectors of autographs, Americana, and American first editions.

TWO of the five supposed Schiller manuscripts at Yale University Library are clever forgeries, according to disclosures made by Dr. Carl F. Schreiber, curator of the Speck collection of Goetheana at Yale, in the last issue of *The Colophon*. Dr. Schreiber's attention was called to the Schiller items at Yale last summer by the decision of Victor M. Palsits, keeper of the manuscripts in the New York Public Library, that a Schiller manuscript belonging to a New York collector was a forgery. While in Weimer last summer, Dr. Schreiber made a study of the life of Gerstenbergk, the forger of manuscripts who was held to be a counterfeiter and sentenced to prison in 1856. Upon his return to Yale he submitted the five items in the Speck collection to examination in the light of what he had learned. He determined that two, one a supposed early letter of Schiller's and the other a manuscript of "Der Metaphysiker," were forgeries, or counterfeits. Gerstenbergk's practiced his craft so cleverly that he was able to sell some of his forgeries to Schiller's own daughter.

IT is likely that American booksellers will be obliged to adjust prices to meet the advantage that English exchange gives the collector who imports his own books. It is therefore more advantageous than ever for the American bookseller to specialize in the first editions of the authors of his own country for several reasons: first, he escapes competition from abroad for there are few American first editions in England; and, second, the booksellers' stocks here are so limited that prices on books most in demand are sure to advance sharply as soon as business conditions begin to improve. The way in which American first editions have maintained their value insures that. This is the best time collectors will ever have to improve the collections of the authors of their own country.

A CATALOG of rare and valuable books has just been issued by Stewart, Kidd of Cincinnati. It is octavo in size, contains 204 pages and 2,001 lots, comprising first editions, fine bindings, association and autograph copies, with a few selected autograph letters, documents and manuscripts, also fine examples of private presses. An unusually large number of first editions of American authors are listed, and among the English firsts will be found such outstanding items as Fielding's "Tom Jones," Goldsmith's "The Vicar of Wakefield," a large selection of Johnsoniana, Scott, Dickens, Thackeray, and such moderns as Conrad, Kipling, Galsworthy, Priestley and Shaw.

A COPY of Sir James Barrie's autobiography, "The Greenwood Hat," of which only twenty copies have been printed, was recently stolen from the offices of Peter Davies, Sir James Barrie's publisher and godson. The book, which was privately printed and circulated with great precaution among the author's friends, was missing after the burglary of the publisher's quarters several weeks ago. It was hoped to keep the loss a secret, but it was learned through a trade journal advertisement in which booksellers were warned to keep a sharp lookout for the stolen book.

RANDOM HOUSE announces for early publication a bibliography of the works of Virginia Woolf, compiled by Helen Davies McGlade. The publishers

are anxious to learn of any variations in issue, printing or publication which readers or owners of Virginia Woolf's books have discovered for themselves and they would appreciate information bearing upon the publication of any works of Mrs. Woolf which has not been contained in any regular list of her works previously published. Any communication addressed to Helen Davies McGlade, 128 Chestnut Street, Boston, will be gratefully received and promptly acknowledged.

CATALOG No. 1, from the Lewis Street Bookshop of Crompton T. Johnson, 27 Lewis Street, Hartford, Conn., contains an interesting selection of first editions of American authors, and English literature chiefly of the seventeenth and eighteenth centuries. For several years Mr. Johnson has carried on a rare book business in connection with Miss Scarth's Farmington Bookshop. Last summer he established himself in Hartford on the second floor of Mitchell's Book Shop, where he aims to increase his stock of collectors' first editions and other rare books.

THE recently elected president of the Dickens Fellowship, Horace Annesley Vaschell, is known to Americans not only for his interest in Dickens, but also as the author of several novels and plays familiar to readers of fiction and theatergoers in this country. The greater part of his life has been passed in his native England, but for some years he lived and worked in California.

"FIRST Editions of the First Books of Fifty Authors," Catalog No. 41, just issued by Elkin Mathews Limited, London, is an interesting and attractive little catalog, well worth preserving for the bibliographical information which it contains.

IN London, Putnam's Old & Rare Book Department has been joined with the business of Arman Maurice in the same field and the new business will be called Nattali & Maurice.

Auction Calendar

Tuesday morning, January 5th, at 11 o'clock. Americana, books and pamphlets, including some rare and important items. (Items 178.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Mid-Winter Index, 1932

*Quarterly Announcement of New Publications to March 1st
Listed by Author, Title, Series*

Spring Announcement Index in Issue of March 12

- A woman like me. Wilson, M. D. \$2 Farrar
Abbott, Arthur L. National electric code handbook. McGraw-H.
Abbot, Eleanor Hallowell. Minister who kicked the cat. \$2 Appleton
Abbott, Eleanor Hallowell. Molly Make-Believe. Lim. ed. Press of the Woolly Whale
A.B.C. of the foreign exchanges. Clare, G. \$1.80 Macmillan
Abdullah, Achmed, and Baldwin, Faith. Girl on the make. \$2 Long & Smith
Abercrombie, Lascelles, and others. Revaluations. \$2.50 Oxford
Abnormal psychology. Moss, F. A. \$4.50 Prentice-H.
Accountant's handbook. Paton, W. A. \$6.75 Ronald
Achilles, Paul S., ed. Psychology at work. \$2.50 Whittlesey House
Acids, Nucleic. Levene, P. A. \$4.50 Chemical Cat.
Ackermann. See Ziegleschmid.
Ackerson, Luton. Children's behavior problems. \$4 Univ. of Chic.
Acoustics, Planning for good. Bagenal, H. \$6.75 Dutton
A. C. S. monograph ser. Chemical Cat.
New titles: Smyth, C. P. Dielectric constant and molecular structure. \$4; Levene, P. A. Nucleic acids. \$4.50; Wyckoff, R. W. G. Structure of crystals. \$7.50.
Acts for between acts. Sheridan, D. 50 c. Dramatic Pub.
Adams, Evelyn V. On the loose. \$1.50. Christopher
Adams, N. B., and Boggs, R. S. Spanish folk tales. \$1.25 (?) Crofts
Admiralty jurisdiction, Colonial, in 17th century. Crump, H. J. \$3.50 Longmans
Advanced electrical measurements. Michels, W. C. Van Nostrand
Advancing science. Lodge, Sir O. \$2 Harcourt
Adventures in fact and fancy. Taylor, F. L. 84 c. Beckley-C.
Adventures in storyland ser. See Taylor, F. Lilian.
Adventures of a nature guide. Mills, E. A. \$2.50 Houghton
Adventures of a novelist. Atherton, G. \$5 Liveright
Adventurous Americans. Allen, D. \$3 Farrar
Advertising and selling, New psychology of. Link, H. C. Macmillan
Advertising media. Agnew, H. E. Van Nostrand
Advertising, Understanding. Hawley, R. \$1.20 Gregg
Aerology. Fergusson, S. P. \$6 Univ. of Mich.
Aeronautical Chamber of Commerce. Aircraft yearbook for 1932. Van Nostrand
Aeschylus. Oresteia. Tr. by Charles H. Hitchcock. \$2.50 B. Humphries
Aesop, Fables of. L'Estange, Sir R. (Harrison, Paris.) \$4; \$25 Minton
African child. Sharp, E. \$1 Longmans
After all. Van Druten, J. \$2 Knopf
Afternoon men. Powell, A. \$2 Holt
Against the sky. Bercovici, K. \$2.50 Covici
Agnew, Hugh E. Advertising media. Van Nostrand
Agricultural biochemistry, Introduction to. Dutcher, R. A. \$4.50 Wiley
Agricultural credit in the United States, History and theory of. Sparks, E. S. \$3.75 Crowell
Agricultural engineering, McGraw-Hill publications in. See Jones, F. R.
Agricultural products in the United States. Marketing. Clark, F. E. Macmillan
Agriculture, Waste products of. Howard, A. \$2.50 Oxford
Ainsworth, W. Harrison. Rookwood. (Everyman's Library) \$1 Dutton
A. I. M. E. ser. McGraw-H.
New titles: Rickard, T. E. Short history of American mining; Tryon, F. G. Mineral economics; Choice of methods in mining and metallurgy.
Aircraft yearbook for 1932. Aeronautical Chamber of Commerce. Van Nostrand
Airgraphics. McAdie, A. \$3.50 Harvard
Albatross. Presland, J. \$2 Appleton
Albert the Good. Bolitho, H. \$3.50 Appleton
Albertson, Charles C., ed. Lyra mystica. \$3 Macmillan
Alcoholic fermentation. Harden, A. \$5 Longmans
Alexander, F. Matthias. Use of the self. \$2 Dutton
Alexander, Franz. Medical value of psychoanalysis. \$2.75 Norton
Alexander, Grand Duke of Russia. Once a Grand Duke. \$3.50 Farrar
Alexander, Irene. Villa Caprice. \$2 Penn
Alexander, Jerome. Colloid chemistry, theoretical and applied. v. 3. Technological applications. il. \$10.50 Chemical Cat.
Alexander the Great, Sculptured portraits of Greek statesmen with a special study of. Suhr, E. G. \$4.50 Johns Hopkins

- Alexander, Thomas.** Washington and the American Revolution. Book 20 c.; Manual 34 c. Johnson
- Alfonso XIII.** Every inch a king. Princess Pilar of Bavaria. \$5 Dutton
- Algebraic plane curves,** Treatise on. Coolidge, J. L. \$10 Oxford
- Alice in Wonderland.** Puckette, C. C. 50 c. (?) Wilson
- All about Washington.** Sullivan, L. \$2 John Day
- All in love.** Frooke, D. \$2 Macaulay
- All my youth.** Blankner, F. \$2 Brentano's
- Allen, Bernard M.** Gordon and the Sudan. \$8.40 Macmillan
- Allen, Devere, ed.** Adventurous Americans. II. by Bernard Sanders. \$3 Farrar
- Alloys, Amalgams and compounds, Metals, their.** Collins, A. F. \$2 Appleton
- Almack, J. C.** Washington and the constitution. Book 20 c.; Manual 34 c. Johnson
- Aly the philosopher.** Roberts, S. \$3 Macmillan
- Amalgams and compounds, Metals, their alloys.** Collins, A. F. \$2 Appleton
- Amazing journey.** Dumesnil, M. \$3 Ives Washburn
- America.** Krapp, G. \$2.50 Knopf
- America, Emotional discovery of, and other essays.** Sherman, S. P. \$2.50 Farrar
- America faces the future.** Beard, C. A. Houghton
- America, Soul of.** Quinn, A. H. \$3 Univ. of N. C.
- America, Tragic.** Dreiser, T. \$2 Liveright
- American artists ser.** ea. \$2 Rudge
- New titles: George Bellows, Alexander Brook, Mary Cassatt, Glenn O. Coleman, Arthur B. Davies, Charles Demuth, Guy Pene du Bois, William Glackens, Robert Henri, Edward Hopper, Bernard Karfiol, George Luks, Henry Lee McFee, Kenneth Hayes Miller, Maurice Prendergast, H. E. Schnackenberg, John Sloan, Eugene Speicher, Allen Tucker, John H. Twachtman.
- American foreign policy in Mexican relations.** Callahan, J. M. \$4 Macmillan
- American government.** Magruder, F. A. \$1.80 (?) Allyn & B.
- American government, Questions and problems in.** Erbe, C. H. 90 c. Macmillan
- American history.** Sister Mary Celeste. \$1.60 Macmillan
- American history, Emotional currents in.** Denison, J. H. \$5 Scribner
- American history tests.** Michaelson, W. E. Allyn & B.
- American life in architecture.** Youtz, P. N. Am. Lib. Assn.
- American literature, Cambridge history of.** Trent, W. P. 4 v. ea. \$4 Macmillan
- American mind.** Sampson, L. \$3 Cape
- American participation in the China consortiums.** Field, F. V. \$2 Univ. of Chic.
- American poetry, Anthology of modern. This singing word.** \$3 Paebear
- American poetry, Introduction to.** Prescott, F. C. \$3.50 (?) Crofts
- American relations with Turkey.** Gordon, L. J. \$4 Univ. of Penn.
- American tariff and oriental trade.** Wright, P. G. \$2 Univ. of Chic.
- American universities and colleges.** MacCracken, J. H. Williams & W.
- Americans, Adventurous.** Allen, D. \$3 Farrar
- Americans, Good manners for young.** Skinner, C. E. 75 c. Beckley-C.
- America's heritage from the long ago.** Wickham, O. \$1.20 Macmillan
- America's tomorrow.** Furnas, C. C. \$2 Funk & W.
- Amérique Septentrionale.** Dialogues curieux entre l'auteur et un sauvage de bon sens qui a voyagé et mémoires de l'. Baron de Lahontan. \$4 Johns Hopkins
- Ames, Esther Merriam.** Patsy for keeps. (Put-together book.) II. by Arnold L. Hicks. \$1 Gabriel
- Ames, Jenefer.** Pandora lifts the lid. \$2 Dial
- Among those present.** Roche, A. S. 75 c. Burt
- Amy.** Wayne, P. 75 c. Burt
- Analytical factors and their logarithms.** Caley, E. R. Wiley
- Anatomy, Elementary, and physiology.** Mulliner, M. R. \$4.75 Lea & F.
- Anatomy, Neuro-, Text-book of.** Kuntz, A. \$5.50 Lea & F.
- Anatomy of vertebrates, Comparative.** Rand, H. W. \$1 Harvard
- Ancient Greek, Roman and Byzantine costume.** Houston, M. G. \$3.50 Macmillan
- And now goodbye.** Hilton, J. \$2.50 Morrow
- And so began the Irish nation.** MacCall, S. \$6 Longmans
- Anderson, C. J., and Simpson, I. Jewell.** Supervision of rural schools. \$2.50 Appleton
- Anderson (Lucy)—portrait of a wife.** Martin, H. R. \$2 Dodd, M.
- Anderson, Paul.** Knights of St. John. \$2 Appleton
- Anderson, Robert G.** Seven o'clock stories; Half-past seven stories; Eight o'clock stories. New eds. ea. \$1.75 Putnam
- Andreas, Fred.** Trial of Gregor Kaska. Holt
- Anecdotes, Two centuries of.** Haber, T. B. \$2.25 Christopher
- Angell, Norman.** Unseen assassins. \$3 (?) Harper
- Angell, Norman.** See also Fish, Carl Russell.
- Anger in young children.** Goodenough, F. L. \$2.50 Univ. of Minn.
- Anglican churches, Destiny of the.** Palmer, E. J. 35 c. Morehouse
- Anglo-Catholic ideals.** MacKenzie, K. D. \$1.50 Macmillan
- Angly, Edward, ed.** Oh yeah? \$1 Viking
- Animal hygiene and preventive veterinary medicine, Principles of.** Van Es, L. Wiley
- Animal pals.** Wager-Smith, C. \$1 Macrae Smith
- Animals, Text-book of diseases of small domestic.** Brumley, O. V. \$4.75 Lea & F.
- Annotated forms of wills.** Gordon, S. \$10 Prentice-H.

- Annual register. Epstein, M., ed. \$12
Longmans
- Another Ho Hum. Soglow, O. \$1 Farrar
- Another Washington. Lee, J. 35 c.
Dramatic Pub.
- Anstey, V. Economical development of India. New ed. \$10
Longmans
- Anthology of Augustan poetry. Wood, F. T. \$3
Macmillan
- Anthology of English prose. Read, H. \$3
Viking
- Anthology of magazine poetry, 1931. \$3
Paebar
- Anthology of modern American poetry. \$3
Paebar
- Anthology of modern Jewish poetry. \$2.50
Paebar
- Anthology of modern Park Avenue poets. \$3
Paebar
- Anthology of poetry for children. See Hubbard, Alice.
- Anthropology and modern life. Boas, F. \$3
Norton
- Anthropometry of the American negro. Herskovits, M. J. \$4
Columbia
- Anzer, E. A. Master of men. \$2 Pegasus
- Apes of God. Lewis, W. \$3 McBride
- Apocalypse. Lawrence, D. H. \$3 Viking
- Applied gyro dynamics. Ferry, E. S. Wiley
- Applied wing theory. Reid, E. G. \$3
McGraw-H.
- Appointed date. Farjeon, J. J. 75 c. Burt
- Approach to religious education. Yeaxlee, B. A. \$1.25
Macmillan
- Arabesque: a novel. Langworthy, Y. \$2
Copeland
- Arabia. Sirdar Ikbal Ali Shah. \$1
Macmillan
- Archaeology, Seventy years in. Petrie, Sir F. \$4
Holt
- Archery for beginners. Sumption, D. Saunders
- Archibald, E. H. Preparation of pure inorganic substances. Wiley
- Architecture, Domestic colonial, of tidewater Virginia. Waterman, T. T. \$15 (?)
Scribner
- Architecture, Modern (With Museum of Modern Art). \$2.50 Norton
- Architecture, Practical book of. Price, C. M. \$7.50
Lippincott
- Architecture since 1922. See Hitchcock, Henry-Russell.
- Argument, Working principles of. O'Neill, J. M. Macmillan
- Aristophaneus, Index. Todd, O. J. Harvard
- Aristotle, Rhetoric of. Cooper, L. \$3
Appleton
- Arizona Ames. Grey, Z. \$2 (?) Harper
- Armistice, Terms of the. American G. H. Q., Chaumont, France, Nov., 1918. Lim. ed. Press of the Woolly Whale
- Arms above the door. Hurst, C. B. \$3
Dodd, M.
- Armstrong, E. F. and K. F. The clycosides. (Monographs on biochemistry) \$4
Longmans
- Armstrong, Martin. Mr. Darby. \$2.50
Harcourt
- Arnall, Philip. Portrait of an airman. \$2.50
Covici
- Arnett, Anna Williams. Takamere and Tonhon. (Sup. reader, grades 2-3) 35 col. il. 70 c. Beckley-C.
- Arnold (Benedict). Sullivan, E. D. \$3.50
Vanguard
- Arnold, F. T. Art of accompaniment from a thorough-bass as practised in the XVII and XVIII century. \$40
Oxford
- Art, Anatomy of. Read, H. \$3
Dodd, M.
- Art, Gospel in. Bailey, A. E. \$4
Pilgrim Press
- Art, History of American. Hartman, S. 2 v. \$6
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Frank Leslie's Illustrated Weekly. July 13, 20, 27, Aug. 3, Sept. 14, Nov. 30, 1916; May 31, 1917; July 6, Aug. 17, 24, 31, Sept. 7, 14, Nov. 30, 1918; June 28, Aug. 16, 23, Sept. 27, Oct. 4, 11, 18, 25, Nov. 1, 22, 29, Dec. 2, 9, 16, 23, 30, 1919; Jan. 3, 17, Mar. 27, May 8, 29, 1920; Apr. 9, June 11, 18, 25, July 9, Aug. 6, 20, 27, Sept. 3, 17, 24, Oct. 8, 22, 29, Nov. 5, 26, Dec. 10, 24, 1921; Jan. 7, 28, Feb. 11, 18, 25, Mar. 4, 11, all April, all May, 1922.
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Forthcoming Issues

✿ ✿ ✿ In this issue, we have summarized two sections of the long-awaited Cheney Report, two sections dealing with distribution. We have also printed the final recommendations which Mr. Cheney makes to the Publishers' Association for the immediate improvement of conditions in the industry. The Report is, of course, too long to cover in any one issue of the *Weekly* and will be the subject of many discussions in winter issues of the *Weekly*. ✿ ✿ ✿

✿ ✿ ✿ In the Bookmaking Department in this issue, we print two of the articles on "The Ideal Book," submitted in the contest conducted by the Limited Editions Club. In the Bookmaking Department of February 6th, we shall print another of these articles written by Edward K. Robinson, of Ginn and Co., Boston. ✿ ✿ ✿

✿ ✿ ✿ The discussion started by Joseph Brewer in the December 12th issue will be carried on through January and February

by Donald Bean, of the University of Chicago Press, Frank D. Halsey, assistant manager of the Princeton University Press, and J. Kendrick Noble, of Noble and Noble. ✿ ✿ ✿

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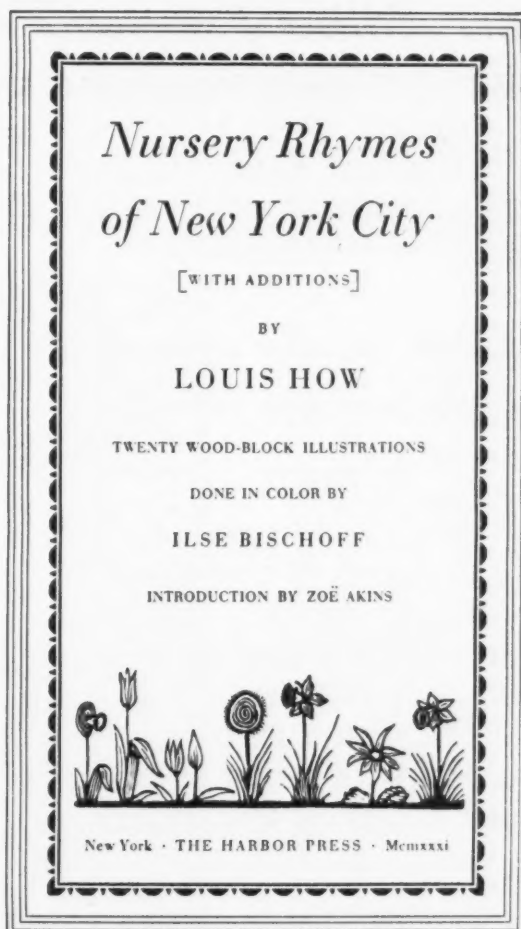
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